

# Starchroom

## LAUNDRY JOURNAL

First in the Laundry Industry since 1893

JANUARY, 1956



### IN THIS ISSUE...

Want to make plant improvements?  
Here are five helpful suggestions  
...Page 8

ALL district directors view trends  
predicted for industry in '56...Page 35

An engineer tells: How to get the  
most from that duplex pump...Page 74



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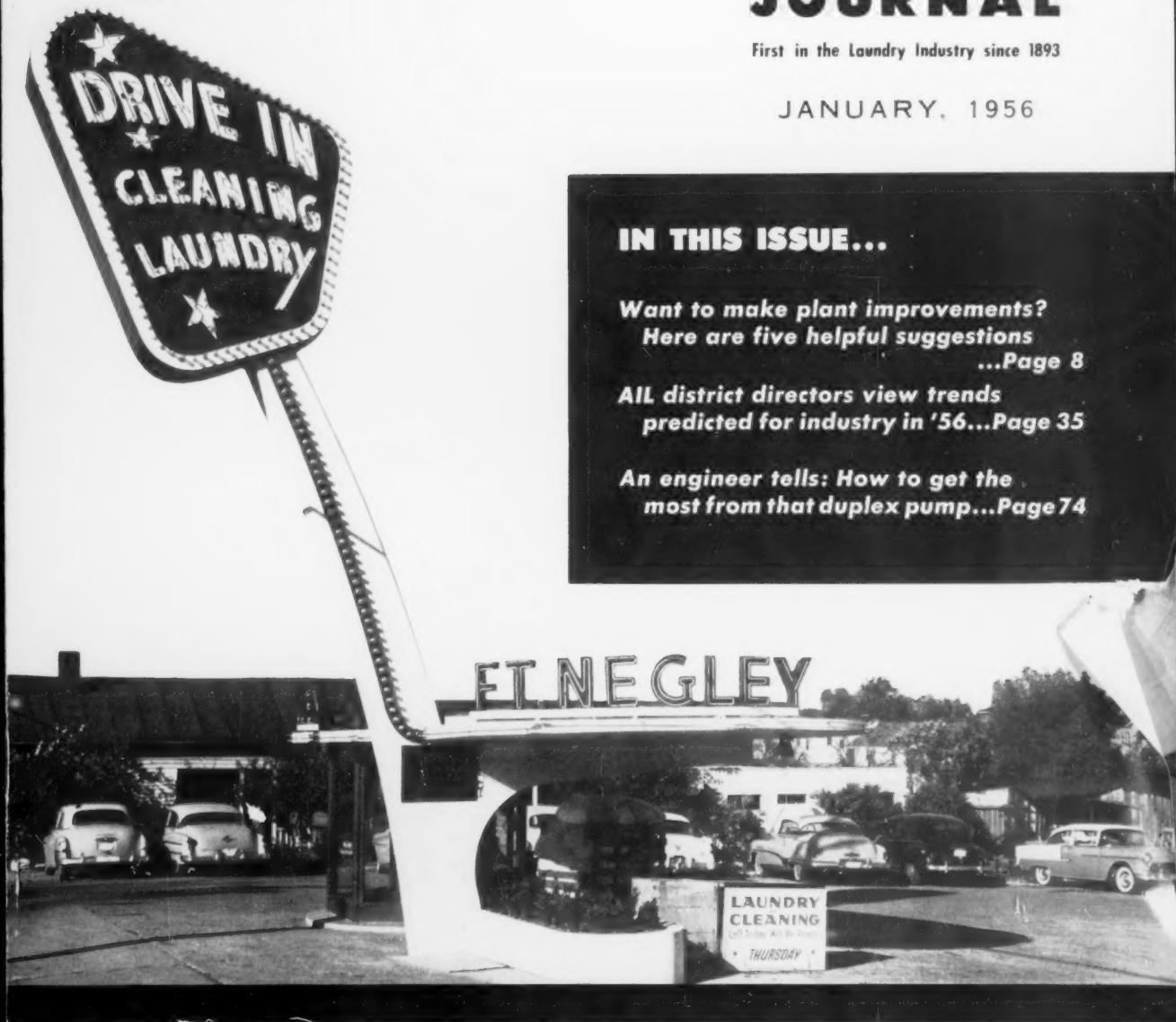
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# HURON AND THE PROFESSIONAL LAUNDRY

FIRST IN  
**LIFE**



SOON ON  
**T.V.**

## VELVET RAINBOW

**GUARANTEED TO CONTAIN 50% VELVET WHEAT**

Thin-boiling, non-congealing. Gives shirts finest feel, finish and appearance—shirts that stay fresh looking and comfortable longer.

IT'S THE VELVET WHEAT THAT MAKES THE DIFFERENCE

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have lasted twice as long  
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# Starchroom

## LAUNDRY JOURNAL

PUBLISHED MONTHLY SINCE 1893

VOL. LXIII, NO. 1, JANUARY 15, 1956

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### Something for Everyone

In planning the contents of this month's issue of STARCHROOM we felt that you, our readers, would have more time to indulge in reading the trade press after the hectic holiday season. The business tide, except in resort areas, is normally at an ebb. And it's a good time to reflect on how we may improve our situation during the coming year.

We thought we'd run a case history to show what one plant operator was doing in this respect, but soon realized that one of anything doesn't make a representative sampling. There are many aspects of our business that can stand improvement and no one plant is doing everything at once. Some concentrate on sales, others on quality, equipment replacement, customer relations, new outlets. Indeed, to cover all the possibilities would require a magazine of Guidebook proportions.

The upshot was that we obtained stories from several outstanding plants and lumped their activities under the catch title, "Plant Improvements You Can Make Now." Some of these improvements could be inaugurated immediately and others soon after. This feature runs but a mere 10 pages or so. But we believe that it contains something for everyone.

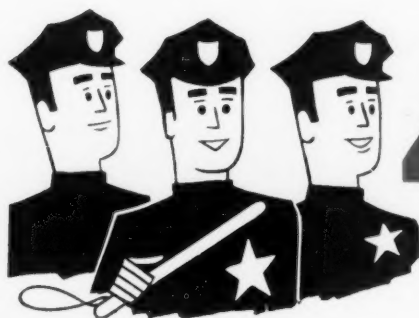
### Guide to Giving

It's a rare businessman, indeed, who isn't approached at least a dozen times a year to make some contribution to this worthy cause and that. One way to cope with these solicitations is to limit one's aid to one or two specific campaigns and to support them exclusively. If you're like most businessmen, however, you are reluctant to say "No" to anyone, particularly if the refusal may offend a good customer who happens to be a member of a collection committee.

Some plant managements set aside a special fund and dole out a predetermined portion of it to all comers during the year. Others use these solicitations as an opening wedge to encourage groups to tour their plant offering 50 cents a head for each person participating.

The newest wrinkle we've heard about is that practiced by a plant in Louisiana. This firm passes out a stack of tickets to solicitors and buys them back at a quarter a ticket when accompanied by a laundry bundle.—Henry Mozdzer





# 4 easy ways to take out tough stains



## 1 ...for dye stains

### **YellowGo<sup>®</sup>**

This is the liquid titanium stripper that takes dye stains of any color from any fabric without weakening tensile strength. Safe because it's controllable—works cold or hot, slow or fast. Use YellowGo on colored fabrics as well as whites—it removes the troublesome dye fade but leaves the original color. Highly concentrated, YellowGo costs you less than 5¢ a gallon of stripping solution. May be used in crock, tub or wheel.

## 2 ...for solvent-soluble stains

### **TarGo**

This action-loaded spotter removes the tough "hard-set" stains that don't wash out... ironed-in marking ink, oxidized oil and grease, ball pen ink, rubber-base paint, lipstick, etc. Requires less "working-in" and manipulation because its unique penetrating action quickly breaks up stains. TarGo takes care of 90% of your stain problems, replaces that "medicine chest" of assorted chemicals and removers. It flushes freely in water—is economical to use because a little goes a long way.

## 3 ...for oxidizable stains

### **InkGo<sup>®</sup>**

A real "friend in need" when it comes to removing yellow stains (from coffee, tea, perfume, fruit, etc.), mildew, scorch, wine, blood, indelible pencil and other difficult stains. Use InkGo on oxidizable stains too—the kind that don't respond to reducing strippers like YellowGo. InkGo may be used on white or colored articles of any fabric... locally or in a bath. Can also be used as a safe controllable bleach for synthetics.

## 4 ...for silver nitrate stains

### **ExGo**

This new Wilson product is a specific for removing all stains with silver nitrate base—from X-ray and photo-developer fluid, many medicines. ExGo takes these stains out thoroughly, quickly, surely... is safe to colors and fabrics. And it's easy to use too—just saturate the stain with ExGo or soak the entire article in it.

These good **GO** products are made by  
**A. L. WILSON CHEMICAL CO.**  
Kearny, N. J.

...and sold by leading jobbers everywhere

January 15, 1956

**FREE**

...16-page "Spot and Stain Removal Guide". For a copy, ask your jobber or write us direct.





## **SOUR-TEC\***

for extra alkali-neutralizing action

Many laundries require a sour mainly for neutralizing alkali, such as the residual alkali carried down from the washes, the sodium bicarbonate of the water, and the water hardness. Wyandotte Sour-Tec, added dry to the wheel, does an outstanding neutralizing job.

## **SOURFLO\***

for increased solubility

The high total solubility of Wyandotte Sourflo lets you prepare the highly concentrated solutions you need if you use automatic feeding devices, because you can dissolve more Sourflo in each gallon of water. And the instant solubility of Sourflo makes it convenient for using dry on the wheel.

## **KLERA-CID\***

for rust- and stain-removing action

If you require a sour that helps remove rust and stains, use Wyandotte Klera-Cid. This all-purpose sour helps remove perspiration stains, many fruit stains, medicine stains, and many other organic and inorganic stains. Klera-Cid can be used dry or in solution.

# *Which Wyandotte sour is best for you?*

Whatever your washroom conditions, there's a Wyandotte sour for all your souring needs. Check these three sours for the one that best meets your requirements.

You'll find that all three Wyandotte sours are excellent for souring all white and colored work. In addition, all have outstanding blue-leveling action, are safe on all fabrics commonly soured in laundries, and help brighten colors. All store well, are easy to use, nondusty, and free flow-

ing. All help produce sanitary bundles. For more information about sours, and about Wyandotte's complete line of laundry products, call in your Wyandotte man today. Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Nietos, California. Offices in principal cities.

\*REG. U.S. PAT. OFF.



## **Wyandotte CHEMICALS**

J. B. FORD DIVISION

**SPECIALIZED CLEANING PRODUCTS FOR EVERY LAUNDRY NEED**

STARCHROOM LAUNDRY JOURNAL





## Before buying a flatwork folder stop and compare values

First, run down this check list. See how the Fleximatic® *Air Jet* surpasses in labor-saving features and performance.

Just one example is Fleximatic's "brain." Automatically it measures linens and determines the proper location for each of two folds. It functions on both narrow and wide linens. And even though as many as four small pieces are in between the measuring point and the folding location, the brain "remembers" exactly how each piece should be folded . . . and then does it.

Point for point, no other folder offers you as much as a Fleximatic. Send for free catalog.

	FLEXIMATIC	FOLDER "A"
Can time four articles at once	Yes	No
Handles flatwork 18" - 108" long	Yes	No
Air Jet Folding	Yes	No
Troublesome folding blades and clutches	No	Yes
Intricate moving parts in folding mechanism	No	Yes
Direct Motor Drive	Yes	No
Available 1, 2, 3, 4, or 5 lane models	Yes	No
Lintproof electric timer motors	Yes	No

# Troy

## LAUNDRY MACHINERY

Division of  
American Machine and Metals, Inc.  
EAST MOLINE, ILLINOIS

"World's oldest builders of power laundry equipment"

### MAIL COUPON TODAY

**TROY LAUNDRY MACHINERY, Dept. SLJ-156**  
Division of American Machine and Metals, Inc.  
East Moline, Illinois

Yes, please send Catalog YF-31-55 with full information on the Fleximatic *Air Jet* Folder.

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

NAME AND TITLE \_\_\_\_\_



### What about national advertising?

We are pleased by the renewed interest shown by our industry in national advertising campaigns. We'd hate to see it die again without bearing fruit—because it could be used to good advantage.

The chief obstacle to such a venture has been and still is the laundryman himself. He's been burned once and he doesn't want to suffer a similar experience again. He is extremely cautious. Before he invests in another venture he wants to be certain that he will receive better than a dollar-for-dollar return on his money.

Such expectations, it seems to us, are shortsighted and can only lead to dissatisfaction. The facts either haven't been adequately portrayed or they just haven't sunk in.

We squirm every time someone tells us how much money the washing machine manufacturer and the soap companies spent on advertising and how much money they took in last year. There's just no true comparison between our industry and theirs. They have a standard product, of standard quality available at a standard price. We have neither of these and are further handicapped by a poor reputation which will take many years to live down.

While we may talk of quality, economy and convenience we haven't begun to practice any of them. (This is borne out by the MacIntosh Associates' report, carried in these pages last month.) And no amount of advertising, national or local, can be a success unless the end product lives up to the claims made for it.

A national advertising campaign, furthermore, requires an unusual amount of cooperation—more than most managements are willing to give to their trade association, and much more than they allow themselves to give to fellow laundrymen in the same home town. How many times have you turned down a good idea because a competitor got around to using it first?

Most laundrymen tend to be rugged individualists. They've worked on routes, made repairs on broken-down equipment, handled personnel problems, kept books, worked with various advertising media, etc. Armed with such diverse experience it is quite natural for them to cast judgment on many matters with some degree of authority. Unfortunately, these judgments are rarely unanimous when it comes to selecting the one right advertising campaign.

The mechanics of a campaign are actually quite simple. If the industry wanted to, it could reach approximately 50 million persons in short order by subscribing to the national trade association's mat service. It would cost little more than the price of inserting an ad in the newspaper and it could reach almost every town that has a laundry.

The industry could, by repetition, use this medium to increase its prestige, to build sales, to put across its message to the public at large—all at a relatively inexpensive cost.

We're all for a national campaign. But wishful thinking is not enough. Before starting anew, let's recognize the facts. A national advertising campaign for the industry, to be effective, should be considered as a long-range venture. Next, the laundrymen must make

every effort to present a better service . . . and to sublimate his personal interests to the good of the group as a whole through better cooperation. Lastly, he should not expect too much.

### The keys to communication

As an executive, your prime responsibility is to get things done through people. The only way you can put your ideas or decisions across is by telling others what you want done—through communication. The results aren't always satisfactory.

Focusing its attention on this problem the American Management Association, 1515 Broadway, New York City, recently released a two-color parchment bearing the "Ten Commandments of Good Communication." It is designed to improve communications and skills by keeping before the reader a thorough digest of good communications practice. The "commandments" are numbered and each is amplified by a paragraph of explanatory text. Here are the highlights:

1. Seek to clarify your ideas before communicating.
2. Examine the true purpose of each communication.
3. Consider the total setting whenever you communicate.
4. Consult with others, where appropriate, in planning communications.
5. Be mindful of the overtones as well as the basic content of your message.
6. Take the opportunity to convey something of help or value to the receiver.
7. Follow up your communication.
8. Communicate for tomorrow as well as today.
9. Be sure your actions support your communications.
10. Be a good listener.

It might be a good idea to get this material into the hands of your managers and supervisors. Copies may be purchased at moderate cost from the AMA.

**REPRINT SERVICE FOR OUR READERS**—Please write promptly if you want reprints of any articles appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.



**BISHOP**

# SORTER-TRANSPORTER

*Cuts  
Handling Time and Costs*

*Typical  
Cost-cutting  
uses:*



## FOLDING AND SORTING IN ONE OPERATION . . .

As shirt or apparel is folded, operator puts it in proper numbered bin alongside. When lot is folded, sorting is already done.



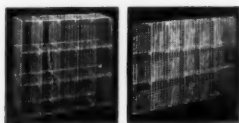
## A FLEXIBLE SPACE- SAVING SORTING DEPT.

Set bins in "V," "U," etc. to fit a given space. Roll bins away (or fold) to use area for other work.



## A FAST-MOVING SAFE TRANSPORTER . . .

Sturdy, all-steel unit rolls easily on 3" swivel wheels. No crushing of finished articles.



## AVAILABLE IN BINS ONLY (NO BASE OR WHEELS)

Collapsible steel-rod units to set on tables or fixed bases are also obtainable. Ask for prices.



- ✓ Sort Anywhere  
in the Plant
- ✓ Save Walking . . .  
Save Space . . .  
Save Labor
- ✓ Let in Light  
and Air
- ✓ Makes Sorting  
Simple and  
Effortless

**BISHOP SHIRTRANSPORT**  
When sorting by the folder is not feasible, the Bishop ShirTransport (shown above at right) is ideal means of storing and moving finished shirts from folder to sorter. Cuts handling, time, space.

## BISHOP SORTER-TRANSPORTERS

COME IN 3 TYPES

10-BIN  
15-BIN  
20-BIN

. . . 2 SIZES BINS 10" WIDE  
BINS 13" WIDE

### FOR SHIRTS:

Each bin 10" wide, 18" deep, 15" high

**10 BINS, Model B29-1010:** Three 3-bin tiers plus top bin 20"x10"x18", and overflow section 10"x10"x18"; floor space 31"x20"; height 76"; ship. wt. 80 lbs. **\$69.00 ea.**

**15 BINS, Model B29-3:** Three 5-bin tiers; floor space 54"x20"; height 59"; shipping weight 140 lbs. **\$99.00 ea.**

**20 BINS, Model B29-20:** Four 5-bin tiers; floor space 54"x20"; height 74"; shipping weight 170 lbs. **\$109.00 ea.**

### FOR WEARING APPAREL

Each bin 13" wide, 18" deep, 15" high

**10 BINS, Model B29-1013:** Three 3-bin tiers, plus top bin 26"x10"x18", and overflow section 13"x10"x18"; floor space 41"x20"; height 76"; ship. wt. 100 lbs. **\$79.00 ea.**

**15 BINS, Model B29-8:** Three 5-bin tiers; floor space 69"x20"; height 59"; shipping weight 150 lbs. **\$110.00 ea.**

**20 BINS, Model B29-21:** Four 5-bin tiers; floor space 69"x20"; height 74"; shipping weight 180 lbs. **\$127.00 ea.**

Order Now FROM YOUR SUPPLIER . . . HE IS OUR DISTRIBUTOR

©1956 BDF CO.

**BISHOP DAVID FREEMAN CO.**

EVANSTON, ILL.



## PLANT IMPROVEMENTS YOU CAN



There's no place like Home Laundry of Pasadena, California. Good housekeeping program keeps plant immaculate from floor to

### ***Establish a Maintenance Program***

PLANT CLEANLINESS can benefit a laundry in many ways. For one thing, there is the obvious increase in employee morale, since it makes the plant a more pleasant place to work in so far as the ladies are concerned, and means extra pay for the men employees. From management's viewpoint plant cleanliness means increased customer acceptance, as well as less chance of costly work stoppage since better maintenance of equipment is a part of the cleanup program.

Home Laundry Company in Pasadena, California, is an outstanding example of a carefully planned program of plant cleanliness. Hilles Bedell, a director of the California Laundry and Linen Supply Association, is well

pleased with the results of the long-established policy of keeping his laundry spic-and-span. Home Laundry has an even 100 employees in the laundry and cleaning departments, which makes it a good-sized plant, especially for the kind of housekeeping desired. But any plant can do it . . . the overall results have made the costs within reason.

#### **Regular schedule**

Every Saturday morning the washroom crew comes to work at the regular time and works until noon on regularly assigned cleanup duties. One man cleans and polishes all the presses, another completely disassembles and

cleans the marking and listing machines. One man has the chore of cleaning up all the machines in the washroom, while two men go about cleaning the ironers and the automatic folder. Two other men do necessary painting and help the engineer clean the air compressors, and such. The cost of the half day for the crew, at the usual time-and-one-half for Saturday work, amounts to about \$80.

The presses are done with steel-wool pads and cleanser (manufacturer's recommendations notwithstanding) since this method has been found best at this plant. They are wiped off with regular press oil. With this regular



# MAKE NOW . . .



ceiling. Tudor-style architecture (see inset) gives plant exterior appearance of fine apartment building for which it is sometimes mistaken

cleaning, starch buildup and the resultant stains are prevented. This has been shown on occasions when the cleanup is prevented by the plant working a sixth day, with trouble a certainty by Thursday or Friday of the following week. Presses are repadded usually every two weeks, depending on the press, of course.

The marking and listing machines are cleaned each Saturday by the same man, who takes each machine apart and cleans it thoroughly in solvent. Half a dozen (coffee) cans of solvent are arranged so that with the aid of a small paint brush the parts can be processed through progressively clearer solvent until the last rinse is in clean solvent. This cleanup makes for clear, sharp marks and prevents breakdowns during the next week.

Stainless-steel washroom equipment is done in a manner that is often frowned on by the manufacturers of this equipment. Again Home Laundry finds the

best results are obtained here by using steel-wool pads. They have so far been unable to find a satisfactory polish for the purpose. One local manufacturer of stainless-steel products informed Mr. Bedell the only satisfactory way would be a costly professional machine polishing operation to get that "new look."

Flat ironers are lubricated every week, the panels of the guards are removed so the frames can be wiped free of lint, grease and oil. Chests are cleaned off with sandpaper, soapstone and press oil each week, too. The weekly maintenance saves washovers in addition to preventing much of the chance of breakdown. Elimination of downtime is the important thing, rather than lengthening the life of the equipment, a minor problem considering the average plant's depreciation setup.

Working five afternoons a week from 7:00 a.m. to 3:30 p.m., a part-time janitor keeps the plant as neat as possible. No brooms are used in the process. After the crew has left the



Marking machines are also cleaned regularly under maintenance schedule. Cans are full of solvent and one holds ink remover. Task is performed in separate room to keep from splattering floor of production department



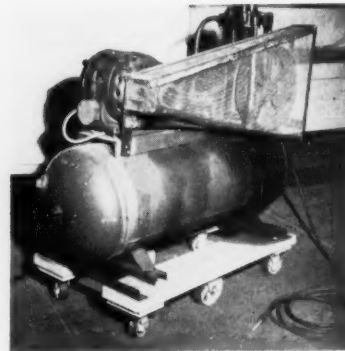
janitor uses a portable compressor to blow the accumulated lint and dust from under the equipment and vacuums the entire plant. The rest of his time is devoted to washing windows and other chores.

Once each year the lighting fixtures are cleaned. Every six months the plant is cleaned from floor to ceiling by the Saturday cleanup squad. Pipe-work scaffolding rented from a local contracting firm was formerly set up in the plant to give the cleanup squad access to the ceiling and the overhead girders and piping. The scaffolding was used for 19 years before the plant switched to the present safer method of using lengths of lightweight aluminum pipe so the cleanup men can remain on the floor to vacuum the dust off the high places.

That the Home Laundry Company (built in 1934) has become one of the landmarks of the community is attested by the fact that business suffered not one bit from a 10-year "oversight" on the part of the management. Until a year ago the building had gone 10 years without a sign on the front of the building. Replacement of the old weatherbeaten sign, removed at the close of the war, had simply been forgotten. Mute testimony, perhaps, to the type of customers served by Home.



**ABOVE LEFT:** Presses are cleaned weekly to prevent starch build-up and maintain quality production standards



**ABOVE RIGHT:** Blowdown compressor is mounted on 2-by-10-inch plank base, fitted with swivel casters, so unit can be moved anywhere in the plant by one person. Motor with 2 hp. rating was necessary to keep up constant pressure in this old service station compressor. Two big wheels in center aid movement over uneven surfaces

The striking cleanliness of the plant is at once apparent to anyone who comes into the call office, since a clear view of the center of the big production area can be seen from the counter. Neatness has been extended to the employees in their manner of dress, with the general lift in morale that goes with it and must surely account in some measure for the beautiful work turned out at this plant.

The cost of keeping the plant clean and the equipment well maintained is, of course, considerable. However, down-time on equipment, in a busy plant during working hours, is even more costly.

Bonus features of the program are: less danger of fire, better employee morale, better quality of work, and a great deal more managerial pride in the laundry business—*Lou Bellew*

## Modernize Your Business Office

A GENERAL OFFICE is usually the most neglected part of the average plant operation. Albert B. Adelman of Adelman Launderers and Dry Cleaners in Milwaukee, Wisconsin, realized that his plant would not be complete until this situation was remedied. It is now the final touch to an over-all plant remodeling program which was started three years ago (covered in the August 1954 issue of *STARCHROOM LAUNDRY JOURNAL*).

Originally the office staff was divided into a service section on the second floor and the bookkeeping department in a room on the main floor. The first step toward increased office efficiency called for the combination of all clerical departments into one large room on the street level of the plant.

With the completion of this new  
(Continued on page 14)



Glass-enclosed and heavily carpeted room cuts down distraction from noise. The sales control office with its stencil machinery is visible behind the partition in the background. Routemen's files are at extreme left beyond door



# HUEBSCH

*The name to remember for*  
**LAUNDRY EQUIPMENT**

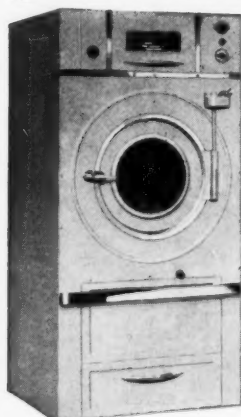


## HUEBSCH TUMBLERS

Fast, efficient laundry dryers... from the world's largest manufacturer of commercial open-end drying tumblers. Available in both gas and steam-heated models—in four sizes.

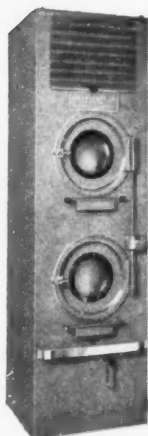
## HUEBSCH WASHERS

Trouble-free, easy-to-operate design—with the famous 37-inch drop that guarantees good washing every time. Stainless steel. 50-lb. capacity. Choice of automatic, semi-automatic or manual controls.



## CABINET STYLE TUMBLERS

Beautifully modern streamlined design—in your choice of any color. Gas-heated and steam-heated models. Comes in three sizes.



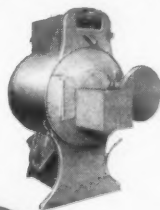
## TWIN-CYLINDER TUMBLERS

Each cylinder has 15-lb. capacity—perfect for small loads. Only 27½ inches wide. Gas or steam-heated models.



## HY-DRY TUMBLERS

Compactly designed to go through a 28" door... yet a full-size 16-pound heavy-duty commercial tumbler. Convenient operating height... controls and burners easily accessible from front. Gas-heated.



## FEATHER RENOVATORS

Takes flat and lumpy pillows and makes them like new. By simply removing hopper, model shown can also be used as a regular drying tumbler.

*Ask your Huebsch representative for complete details—or write us direct.*

**HUEBSCH MANUFACTURING COMPANY**  
3775 N. Holton Street, Milwaukee 1, Wisconsin

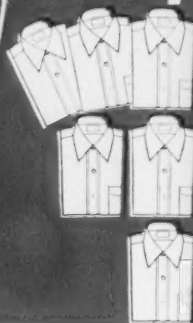




**OVER 30 THOUSAND** SAW OPERATION OF PROSPERITY SHIRT DEPARTMENT AT THE NEW YORK STATE FAIR  
... FILLED OUT QUESTIONNAIRES ON SHIRT FINISHING



## PROSPERITY HAS THE ANSWERS!



Out of every **3** shirts...

the Housewife still does **2**

the Commercial Plant is only doing

**1 out of 3**

### THE ANSWER:

too few people know that Prosperity-equipped plants do shirts so carefully, beautifully, so fast, and at such a reasonable price.

HUNDREDS OF TAPE-RECORDED INTERVIEWS GET TO THE POINT...

**GET THE FACTS!**

#### MANY SAY:

"I don't send my shirts to a laundry because I can't get the kind of starch I want."

"I didn't know laundries were so careful... I always thought they were 'rough' on shirts."

"I've been ironing 7 or 8 shirts a week at home. I thought laundries charged 35 or 40¢ apiece to do them because that's what I've been paying for sport shirts. I'm certainly happy to know that white shirts cost only about 20¢."



HUNDREDS  
PERSONALLY INTERVIEWED





**ACTUALLY 7 out of 10 have a misconception about shirt finishing**  
**YOU MUST SHOW THEM TO SELL THEM!**

## THOUSANDS WRITE OPINIONS...

Are the men's shirts in your family washed and ironed in a commercial plant?

**63.2%**

Before today, did you know that shirts are processed like this in modern commercial laundries and drycleaning plants?

**70%**

Would shirts washed and ironed like this satisfy you and your family?

(Medium starch was used in demonstration . . . a few prefer no starch or heavier starch.)

**94.65%**

Before today, did you know that you could leave shirts in the morning to be washed and ironed, and pick them up the same afternoon?

**56.65%**

A 21-Inch Color TV, a Portable TV and a Clock-Radio were offered in a drawing on the numbered questionnaires to induce people to write their answers.

## THE ANSWER TO QUALITY THAT SATISFIES!

### PROSPERITY CABINET SHIRT FINISHING UNIT

Six time-study balanced machines for easy 2-girl operation. The beautiful, all over quality finishing cannot be excelled. If you offer the starching customers want you can satisfy 100% of the people. Production up to 100 shirts per hour. Simplest operator training . . . quality shirts from the beginning.

### THE ANSWER TO WASHING THAT SATISFIES!

### PROSPERITY FULLY-AUTOMATIC 25-POUND WASHER

Built to the highest standard of Prosperity excellence within the Prosperity factory. Leadership in washer design and washer performance. Equipped with the exclusive Formatrol cycle timer. 47 of the 48 washing cycle operations are performed automatically. Any operator produces the work of the most experienced washman.

## THE ANSWER TO INCREASED SHIRT BUSINESS...

### • PUT YOUR PROSPERITY CABINET SHIRT UNIT IN YOUR STORE WINDOW

SHOW and SELL! Show the care in handling shirts. Show how beautifully they are ironed. Show the speed of service. Show the careful folding and packaging.

### • POST PRICES AND SERVICE IN YOUR WINDOWS

Keep fresh, attractive signs in your window, pricing your shirt service. Advertise your shirt service in local papers.

### • OFFER ANY DEGREE OF STARCH OR NO STARCH

### • OFFER FAST SERVICE • ADVERTISE YOUR SERVICE

PROSPER WITH

**Prosperity**

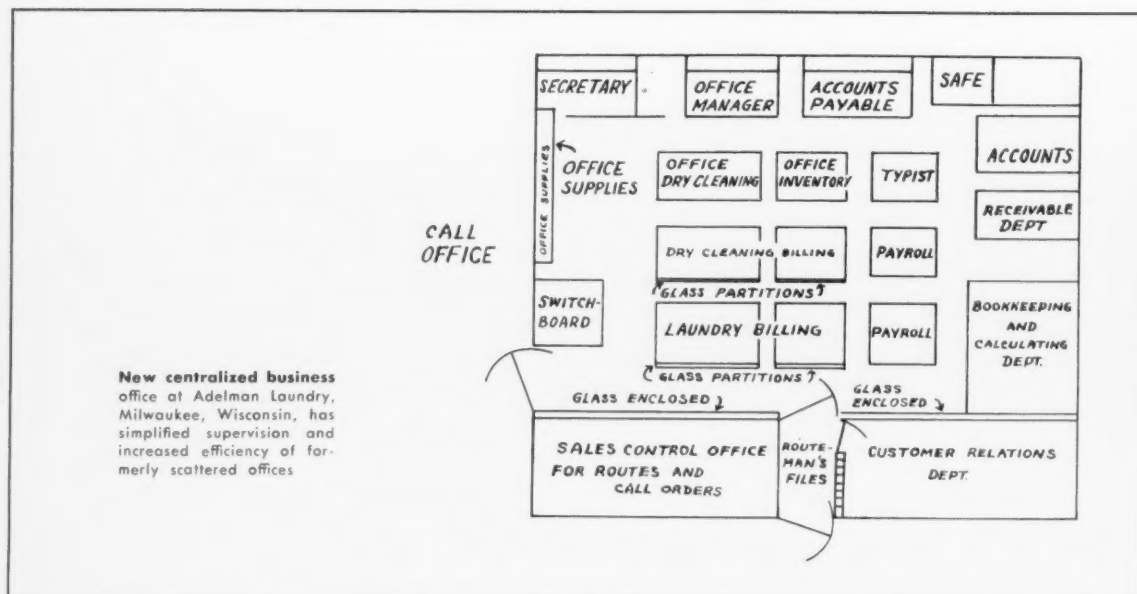
*The* **PROSPERITY**  
 AUTOMATIC PRECISION PRODUCTION TOOLS FOR LAUNDRIES,  
 SYNTHETIC CLEANING PLANTS AND GARMENT MANUFACTURERS  
*Company Inc.*

Main Office and Factory, Syracuse 1, N. Y.

Sales, Service and Parts in Principal Cities







(Continued from page 10)  
office space Adelman Laundry has now realized three basic results which were primary aims in the reconstruction of this segment of his plant:

1. Supervision of all clerical personnel working in the plant has been made easier.

2. Working conditions have been vastly improved. And pleasant surroundings play an important role in attracting better qualified personnel.

3. This modern general office is easily seen by the public and, as part of the firm's public-service promotion, everyone can see from the street exactly what goes on in the office. In the original design this factor was given great consideration in locating the office on the ground floor.

Construction was started on this segment of the plant in February 1955. Two months later, a staff of approximately 30 girls who were previously scattered in several locations moved into this highly departmentalized office. Dimensions are 33 by 78 feet, double the amount of space previously used.

An increase in plant operations demanded the expansion of the old facilities. To save more time in the processing of an account many of the latest model calculators, daters and an accounting machine are used. Cycle billing has been installed and affords quicker billing service as the business increases in the plant.

With a centralized location Mr. Adelman says that the office manager is now able to keep better supervisory control over the girls. Space previ-

ously occupied by the bookkeeping department on the second floor has been renovated into a Drivers-Supervisors' Room for the 4 men who control the team of 25 routemen. Until the shift was made the supervisors were jammed into a small space on the main floor. Now each has his own office space.

Each row of desks in the business office serves a specific function as follows:

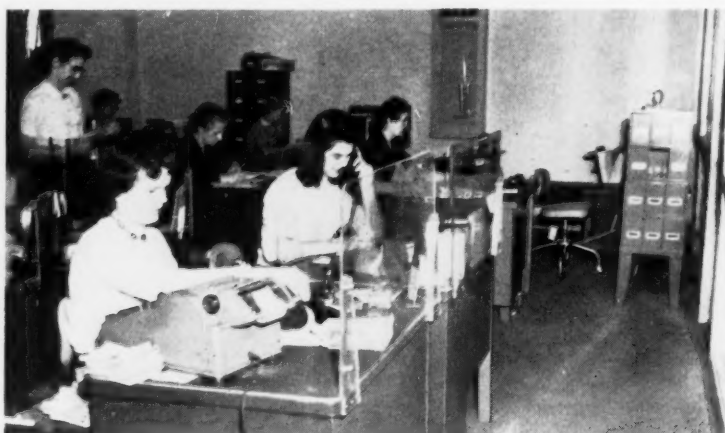
- a. Bookkeeping department
- b. Billing department
- c. Secretarial department

Behind a sheet of glass in a sound-proof room resembling a radio-station control booth is the sales office. It

measures 8 by 24 feet and contains an index file of each customer by name with a history of the account and the driver's stencil rolls. Address plates are used as a permanent record of each new customer and become part of the driver's file. A separate filing system is kept on all bundles coming into the call office.

In the hallway which separates this room from the service office is a section for the routemen's slips. This is completely separated from the rest of the office. It leads directly out to the plant and permits supervisors and routemen to come in and out without disturbing the routine of the main office.

The service office is a separate sec-



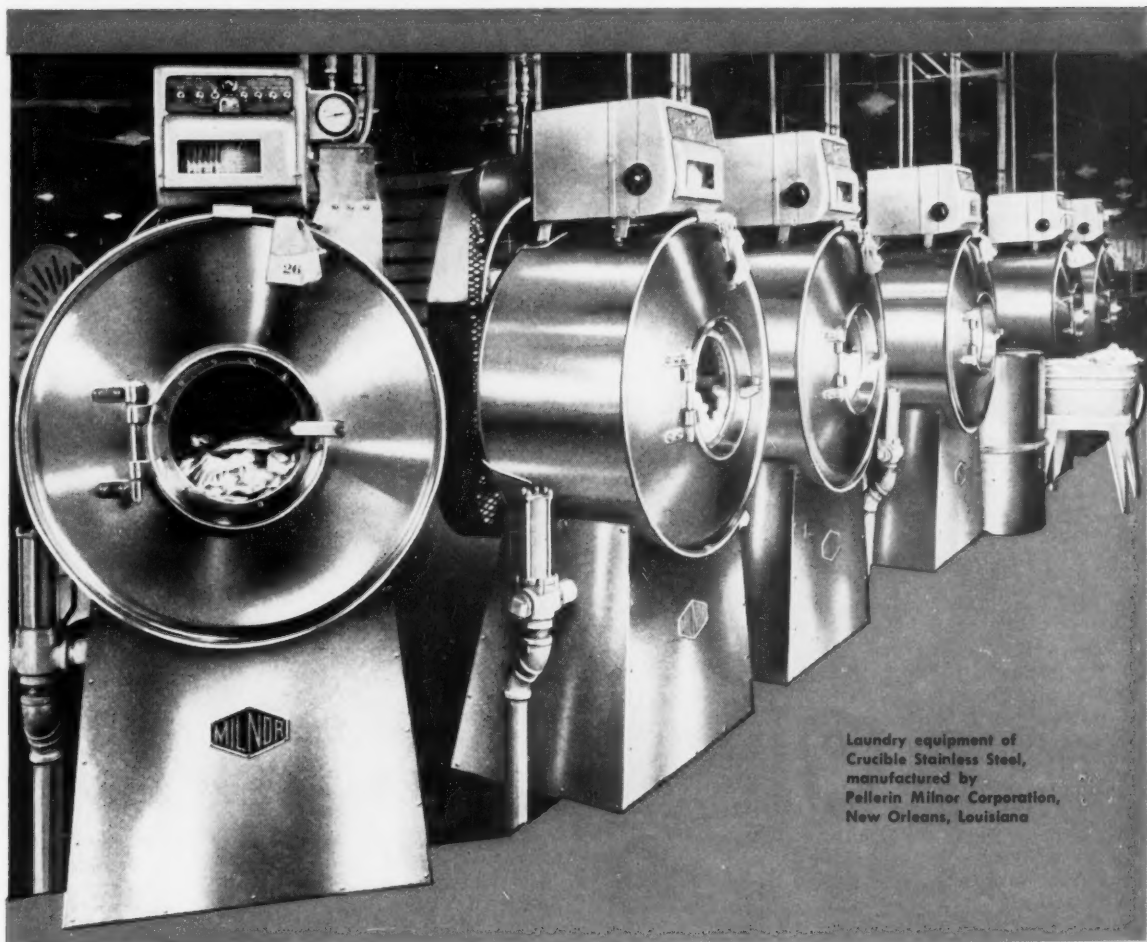
Baffles around desks make telephoning easier and new signal system cuts down on number of incomplete calls. Revamping the business office was the last but not least important aspect of Adelman's remodeling program



how

## STAINLESS STEEL

saves money in the laundry...



Laundry equipment of  
Crucible Stainless Steel,  
manufactured by  
Pellerin Milnor Corporation,  
New Orleans, Louisiana

You know how small profit margins are in commercial laundries... how equipment must be purchased with an eye to efficiency and long service life. And that's why *stainless steel* is a natural. Here's what the manager of a New England laundry told us: "Just recently we disposed of a washer that must have been over 25 years old. It had a stainless cylinder that was as good as new. The cylinder could have gone on forever, but the rest of the washer was in bad shape."

Long life is just part of the story. The smooth, tough surface of stainless babies the most delicate of fabrics... resists the attack of soaps or detergents

... can't cause troublesome rust stains. It's the answer to faster, cleaner wash-loads.

Stainless steel is the best choice for *all* parts of the washer—frame, shell and cylinder—as well as for extractors... tumblers... tubs and trucks... tables—anywhere metal comes in contact with the wash.

Next time you consider new equipment, look carefully at the *profitable* advantages of stainless. For more information, write for a free copy of "Making the Most of Stainless Steels in the Laundry Industry" to *Crucible Steel Company of America, The Oliver Building, Mellon Square, Pittsburgh 22, Pa.*

**CRUCIBLE**

first name in special purpose steels

**Crucible Steel Company of America**



tion by itself and all customer complaints and adjustments are handled from this room. It measures 8 by 24 feet.

When a bundle is brought into the call office a separate ticket is made out for laundry or drycleaning. This triplicate ticket goes to the plant with the bundle. No carbon paper is necessary with this ticket since the paper used automatically creates a carbon copy. Laundry bundles are weighed on a print scale and the drycleaning garments are checked by piece and priced accordingly.

The original ticket is brought to the office and separated. Laundry billing girls process for pricing by the pound and the drycleaning department totals the number of garments. One copy stays, the other two go to the routemen. Total figures from each depart-

ment are given to the routemen on a tape after the original and the cardboard copy have been figured. Weekly totals give the sales by route and these are put in the routemen's bins for pick-up.

This example of an office routine illustrates how Adelman Laundry analyzed every procedure and reduced and simplified all office operations with an engineering approach.

The entire office has pressurized cork ceilings, set-in lighting and a system of filtered air conditioning which affords a steady roomwide flow of air from hundreds of tiny openings in the ceiling. The installation of rubber-backed carpeting with wool facing and custom-built glass partitions between each desk makes for quieter working conditions.

Although there is now more direct

employee supervision by the office manager, each girl in the entire office knows her job and is allowed a liberal amount of independence. These new improved facilities have made it easier to hire better girls.

The plant switchboard is located inside the entrance to the office. Each desk has a separate tie-in with incoming calls when the switchboard is busy. A control box on the wall indicates by number each telephone on the girl's desk and colored lights determine which line is in use. Therefore, when the four main trunk lines are busy each girl can individually control an incoming call and by-pass the board. Here again, this installation has increased the number of incoming calls and enables the girls to handle more calls with less inconvenience to the customer.—Harry Yeates

## Use Signs to Better Advantage

PLANT SIGNS can be functional as well as decorative. To prove this point we offer the Fort Negley Laundry and Drycleaners operation as example. This firm has three drive-in store locations, each with a unique problem which was resolved by a careful selection of business signs.

Wesley Sperry is president of this firm, which belongs to a group of three laundries under one ownership in Nashville, Tennessee.

Tom Griggs, sales manager for the

Fort Negley plant, states it is difficult to determine the relative effectiveness of the several projects because the two new branch stores syphon business from the main plant. The volume growth at the plant drive-in includes some replacement business for that lost to branches. Actual increment in main-plant volume would not justify the expense, but the overall gain has made it well worth while.

It will be noted that little attempt was made to maintain uniformity

among the three stores. Planning was directed at the special problems inherent in each location. Each store "stands on its own feet." Each appears well prepared to do so.

### Fort Negley—Main Plant

**Problem:** Bleak, low-slung building not noticed from highway.

**Approach:** Construction of huge, 50-foot parapet signs for the plant and  
(Continued on page 20)



Parapet signs hide unsightly roof and give this plant the distinction of having the largest billboard in Nashville. Sign is of striking red-and-white porcelain enamel, features panel for changeable sales copy



## THE HOFFMAN "30" END-LOADING WASHER

*Speaks for itself...*



**Plantowner:** As an example of what?

**Washer:** Of the Hoffman line . . . of the best in washers.

**Plantowner:** Are you fully automatic?

**Washer:** More than that—have manual over-ride too; lets you repeat or omit any stage in wash cycle.

**Plantowner:** Is that what those dials are for?

**Washer:** Yes, and notice "eye and ear" signals; keep you and your operator posted on each stage of washing formula.

**Plantowner:** What's your capacity?

**Washer:** 25-30 pounds; up to five pounds more than comparable machines. Extra-large door, too—full 18 inches in diameter—for easier loading and unloading.

**Plantowner:** You need to be pretty sturdy to take that load.

**Washer:** Sure am. Got a fine frame, aircraft type, all-welded. Cabinet, cylinder and shell are stainless steel.

**Plantowner:** That's good. Easy to clean.

**Washer:** And easy to maintain. Self-cleaning steam blow-down connection inside. Readily accessible timer and dial, electrical parts and controls.

**Plantowner:** How does the drain work?

**Washer:** By electricity—-independent of water or pneumatic pressure. Longer service from electric solenoid; works *only* during 45-second drain period or manually; normally closed.

**Plantowner:** Sounds good. Tell me about some of the other Hoffman machines.

**Washer:** Too much to tell here. Whole family of washers, extractors and tumblers engineered by Hoffman for every size of plant.

**Plantowner:** Shall I write direct to the Hoffman people?

**Washer:** Fine—or call Hoffman distributor—be glad to talk with you.

**U.S. HOFFMAN MACHINERY CORPORATION**



105 FOURTH AVENUE, NEW YORK 3, N. Y.



*Coming in March!*

# GUIDE TO HIGHER PROFITS THROUGH ROUTE SALES!

National Cleaner & Dyer's  
1956 Guidebook Issue

**Ready for a record-breaking  
sales year in 1956?**

Peter B. B. Andrews, NATIONAL CLEANER & DYER's authoritative forecaster, pegs 1956 sales volume at a big 3.5% over 1955, but to realize this biggest potential of all time, he advises, promotion and sales efforts at all levels must be increased.

*Helping you to increase your promotion and sales efforts will be the sole purpose of NATIONAL's 1956 GUIDEBOOK OF THE DRYCLEANING INDUS-*

*TRY. Like the themes of all NATIONAL's famous GUIDEBOOKS, the "Guide to Higher Profits Through Route Sales" has been developed in answer to readers' requests.*

*Here is just a partial run-through of the GUIDEBOOK's contents... to show you the kind of profit-making material that's in store for you. Naturally, every chapter will be written in down-to-earth, easy-to-read terms, with lots of practical pictures, charts and graphs for simple, direct application by drycleaning executives and their staffs everywhere.*

## GUIDE TO HIGHER PROFITS THROUGH ROUTE SALES

**THE ROUTE PICTURE . . .** Are routes here to stay, declining or growing? Are you overlooking routes and losing money because of it? This chapter will give you the realistic score on route business and help you develop or launch a highly profitable pick-up-and-delivery service.

**THE TRUCK PICTURE . . .** 88.5% of the drycleaning plantowners, who subscribe to NATIONAL, operate trucks. This chapter, based on NATIONAL's current survey of its readers and their truck policies, will help you compare the soundness of your truck set-up (now and in planning for the next 12 months) with drycleaners from coast to coast.

**TRUCK SELECTION AND MAINTENANCE . . .** This chapter will give you practical guidance in choosing trucks that can give maximum performance in the route operation, and a wealth of tips on the maintenance of them—all toward more efficient service and healthier profits.

**LOADING . . .** Are your facilities laid out for faster, better handling of incoming and outgoing loads? Do your loading techniques meet the need for speed in handling quantity? This chapter will present a two-part blueprint: (1) how to arrange the loading department, and (2) how to operate it.

**OPERATING COSTS OF TRUCKS . . .** Is your revenue per mile what it should be? Per mile, are your truck costs low enough, or too high? This chapter will explain a simple formula for computing the answers to these important questions.

**INSURANCE . . .** Know the pitfalls in buying insurance? Know what to look for to give you the coverage you want? Here's a chapter that can help you get maximum protection at minimum cost and trouble.

**SELECTING AND TRAINING ROUTEMEN . . .** Just the one fact—that routemen must meet and deal with your customers in person—points up the need for special care in hiring and training them. This chapter will tell how, including how to attract the right kind of applicant.

**SPLITTING ROUTES WISELY AND PROFITABLY . . .** When to split routes and how to do it—meanwhile maintaining employees' morale on an even keel—will be dealt with in this chapter. It's an important one in your employee-relations program, and in your profit story.

**YOUR GUIDE BOOK...  
FOR A BIG YEAR!**

Also in this history-making March Issue →



# The 1956 GUIDEBOOK

of the Drycleaning Industry  
will include

The Field's Only Complete  
Buyer's Directory —  
For Year-Round Reference

**YOUR COMPLETE  
BUYER'S  
GUIDE**

**Look for these detailed where-to-do-business features:**

**CLASSIFIED DIRECTORY** — listing all kinds of drycleaning equipment and supplies *by product* . . . with manufacturers of each . . . A **CONSTANT, EASY-TO-USE, READY REFERENCE ON WHO MAKES IT AND SELLS IT**

**TRADE NAME DIRECTORY** — alphabetical listing of *trade name products* and their manufacturers...A **QUICK MEANS OF TRACKING DOWN THE SOURCE OF "TRADE NAME" EQUIPMENT AND SUPPLIES**

**MANUFACTURERS' DIRECTORY** — alphabetical listing of man-

ufacturers and their home office addresses . . . **FULL INFORMATION ON WHERE TO CONTACT COMPANIES LISTED IN THE CLASSIFIED AND TRADE NAME DIRECTORIES**

**LOCAL BUYER'S GUIDE** — geographical listing of manufacturers' branch offices, distributors and jobbers . . . with addresses . . . arranged by states and cities . . . A **PRACTICAL DIRECTION-FINDER FOR CONTACTING THE NEAREST SOURCES OF EQUIPMENT AND SUPPLIES**

**DETAILED BUYING INFORMATION** — supplied in display ad-

vertising and in informational ads throughout the Classified and Geographical Sections . . . **PROVIDING AN OPPORTUNITY FOR LEADING MANUFACTURERS AND SALES ORGANIZATIONS TO STATE SPECIFICS ON THEIR EQUIPMENT, SUPPLIES AND SERVICES**

**AND YOUR OPERATING GUIDE** — page after page of charts, graphs and tabulated information covering all phases of drycleaning plant operation and production. Up-to-the-minute reference material for day-in, day-out easy application by all plant executives

**and THE GUIDE TO HIGHER PROFITS THROUGH ROUTE SALES!**

## **NATIONAL CLEANER & DYER**

*Business Papers Division, The Reuben H. Donnelley Corporation*

305 East 45th Street, New York 17, N. Y.

OREGON 9-4000

**ABC-ABP**



Drop-off station at base of paddle-type sign gives customers an alternative place to drop off bundles at Fort Negley's main plant location. Booth is glass-enclosed, contains heater and is placed so door opens southeast away from cold winds.



(Continued from page 16)  
a novel paddle-type sign that calls attention to a sidewalk drop-off booth.

**Result:** Dominating area, it is now one of the most forceful drive-ins in Nashville.

The problem at the main plant was to enhance a low factory-type building set back over 100 feet from the highway. It is so far below street level that motorists saw mostly the ventilators, fan housings and vent pipes on the roofs of both the single-story front section and the two-story back part. It was a bleak, uninviting vista.

A carnival tent had been set up at the sidewalk to receive bundles. Here volume had built to the point where three attendants were needed on busy mornings. This growth was encouraging, but Mr. Sperry and his group felt it had come in spite of appearances, and that something had to be done to improve the latter.

Two "parapet" signs just under 50 feet in length were erected at the forward edges of the one-story and two-story sections. These signs are covered with porcelain enamel in white and fire-engine red. Together they constitute Nashville's largest billboard, and with the white building they make a display that cannot be ignored.

An important feature of the lower panel is a 33-foot section for changeable sales messages. Eight parallel rods run the length of the section. Ten-inch solid aluminum letters are colored red, also. These hang from pairs of bars by notches that slope upward in the flanges extending backward from the letters.

Installation of these two panels cost as much as the units themselves. Because they offer a great deal of wind resistance they had to be anchored firmly. This meant piercing the roof to secure the braces directly to the roof girders of the building (which nullified the roofer's guarantee for the sections of roofing involved behind both panels).

These parapet signs are illuminated by spotlights set in the rear edge of a sign poised above the drop-off station that replaced the carnival tent. This sign resembles a huge lopsided paddle waiting to shunt customers into the parking area. This sign dominates the street to such an extent that one is aware of it even when the back is turned.

Red, with lights circling rapidly around it, the device seems to hang in midair. The drop-off station at its base is skeletal in design. The heft of the

sign's support is minimized by a band of lights running down the middle of the support. Nothing appears substantial enough to hold the sign up there, and observers look for its downfall at any moment.

Actually, the stem of the sign is counterweighted in the ground by a 6-foot cube of solid concrete. The flat roof to the drop-off station and its heavy girder are also solid reinforced concrete. A decorative planting of shrubs is surrounded by a similarly rugged border that also anchors the base of the sign. It won't get away!

The girder under one end of the drop-off station roof is balanced by the attendants' booth at the other end. Completely glass-enclosed for visibility of both street and parking area, it has steel staunchions between each of its six sides. A door opens to the southeast away from cold winds.

This room has a heater, stool, small



Signs serve two purposes at this branch office (No. 1). Street-corner sign at left calls attention to office set back off road. Billboard at right screens garage junk pile next door from view.



# Is Your Business Competing

## With The

## Supermarket?

for "extras" like these...  
YOU CAN DO BETTER AT DRYCLEANER

... because our buyers again made a special purchase for you and it's one you'll want to take advantage of the very next time you visit us. Just in time for storing away your winter clothes...

Seven "NO DUST"  
Garment Bags

only **79¢**

Each set includes...  
3 suit bags  
3 dress bags  
1 sweater bag—  
(the outer bag)



**MR. DRYCLEANER...**

when you offer a reusable  
garment bag, you are competing  
with the grocery and variety store  
that sells these bags!

◀ Reproduction of an actual supermarket newspaper ad

**BUT...** when you package in a  
non-reusable **MOTH SEAL** Garment  
Storage Bag, offered exclusively  
by dry cleaners, you are properly  
protecting your services, customers'  
garments, and bidding for  
another dry cleaning job.

Moth Seal "Profit-Plus-Protection Service" means  
a plus for you and your customers! More profit  
and additional cleaning business.



**Lincoln Bag Company, Inc.**  
Para-Lux Products Company  
4200 WEST SCHUBERT AVENUE • CHICAGO 39, ILLINOIS  
Serving the Thinking dry cleaners of America



radio and a phone extension. A small marking table that is usually set in the open space under the roof can be moved into the booth in bad weather. A wooden laundry truck stands behind the table, sheltered by the wide overhang of the roof.

Only incoming work is taken at this new station. Finished work is picked up down at the plant store through carhops. Much of the incoming work, therefore, is also checked in by them instead of the drop-off station. Nevertheless, the combination of signs and drop-off station, costing together around \$10,000 including installation, make one of the most forceful drive-ins in Nashville.

#### Fort Negley—Branch No. 1

**Problem:** Downgrade from highway, store also screened by houses and trees.

**Approach:** Installation of 25-foot modernistic sign and billboard calls attention to the branch store and hides an unsightly adjoining lot.

**Result:** Store can now be seen from main highway.

A highly placed sign was also needed at a branch store. This store is a short block down the less traveled branch of a fork in the highway. It is also downgrade from the fork, and the store proper is screened from the main highway by houses and trees. A branch of the public library occupies the triangle at the fork and also screens the store.

However, a brilliantly lit, 25-foot modern sign is visible from the fork in the roads. It can be seen again from the main highway after a motorist passes the library. It can be reached from there by a short side street.

A billboard sign at the back of the parking area performs a different function. Besides holding the atten-



Wing signs improve proportions of this second call-office building. The branch is located near a future shopping center, is decorated simply because it does not have to compete with other stores for attention

tion of motorists after their cartops blank out the higher sign, the billboard hides a junky jumble behind the commercial garage next door.

Two small signs, shaped from aluminum in Old English type, adorn the brick wall and the roof support of the store itself.

This variety of signs is intended to increase the impressions of the firm's name on new customers. From a variety of signs at least one is deemed likely to leave a mental image in their memories.

#### Fort Negley—Branch No. 2

**Problem:** Store in isolated "country" area, awaiting construction of shopping center.

**Approach:** Simple, modernistic construction with "wings" of multicolored signs.

**Result:** Building now stands out impressively against rustic surroundings.

An isolated store presented still a different problem. Preliminary grading has started for a new large shopping center on the outer edge of East Nashville. Fort Negley Laundry ob-

tained property close to the site. Then it established a branch there to build up clientele before the opening of the shopping center, which is still nearly a year away.

The building was constructed of concrete block faced with brick on the cross-street side. It was desirable to break up the bareness of the inner wall where other buildings will eventually conceal the concrete block. Therefore "wings" of varicolored signs stretch out on both sides of the building along the back edge of the parking area. By using light shades of orange, blue, yellow and green, all with white lettering, a circus-poster effect was nicely avoided, and the building is made to appear wider and lower than it actually is.

The signs are half-inch plywood mounted on one-inch pipe set in the top of concrete posts. The signs are anchored to the building and to each other by two long pipe lengths.

A large orange panel over the front door matches the first sign on each side of the building. Otherwise front and sides of the store are all glass, each pane sloping inward at the bottom to reduce reflections and break up the square lines of the building. □□

## Make Call Office More Attractive

MODERNIZED CALL OFFICES are the banners of progressive management. Each should be a showplace reflecting the healthy condition of your plant. If you have done no modernizing for the past five years, now is the time to give it serious

thought. To keep the feeling of "aliveness" extensive changes should be made at least once every ten years.

New flooring, a coat of paint and a change of lighting fixtures can do wonders to transform your call office from an old to a new one. And don't

overlook the standard furnishings such as the call counter and partitions.

There are basically two types of counters—the one-piece and the sectional. The sectional counters are usually smaller and convey the feeling of personalized service. Being





*There's Showmanship in Shirts*

**"PERFECTION" FINISHED**

*by*

## RED EDGE Knitted Padding

There's nothing like a crisp, sparkling, "Perfection" finished white shirt, or a beautifully finished sport shirt that looks better than new, to prove to your customers the superior quality of your service. Every time your presses turn out a shirt "Perfection" Finished by RED EDGE Knitted Padding, you demonstrate to another customer the complete satisfaction your laundry provides . . . and you assure yourself of bigger bundles and profitable repeat business from a well pleased family.

On your presses and flatwork ironers, RED EDGE sets the stage for flawless finish of shirts, sheets, tablecloths and other finished pieces. Free of wrinkles and scorching, with buttons, seams and hems unharmed, each piece has the soft perfection of hand-ironed work. RED EDGE features *Knitted* construction. It has the long-lived, resilient porosity that drinks up clouds of steam, bounces back immediately after every turn of the roll, every squeeze of the press. Moreover, RED EDGE is easy to change, saves dressing time in your plant.

Ring up the curtain on added profits by using RED EDGE *Knitted Padding* on all your presses and flatwork ironers. Ask your Supply House for RED EDGE today!



### RED EDGE KNITTED PADDING

*Available in the right Types and Styles for all your Finishing Equipment!*

#### STANDARD 1/4" and 3/8"

FOR FLATWORK IRONERS: 1/4" and 3/8" Styles in Rolls, or Cut and Bound Pads.

FOR PRESSES: 3/8" Style, Redi-cut and Bound Pads. Also available in Press Padding Rolls.

#### DOUBLE THICK

FOR FLATWORK IRONERS: 3 Cut and Bound Pad Styles.

Cotton: Cotton Binders attached.

Cotton: Asbestos Binders attached.

Asbestos: Asbestos Binders attached.

All 3 Double Thick Cut and Bound Pads available **WITHOUT** Binders if desired. Single Thick Pads available in all 3 cotton-asbestos styles for Flatwork Ironers using spring padding.

## RED EDGE Knitted Padding

REG. U.S. PAT. OFF.

**KNITTED PADDING CO. • CANTON, MASS.**



smaller they are also more flexible. They can be moved together to form one long counter, or set in a square, horseshoe or staggered pattern as desired.

The long one-piece counter lacks this flexibility, but makes a more formidable barrier to keep the general public (particularly, the youngsters) up front and out of the counter girl's way.

Some plantowners manage to retain the "fencing" advantages of a long counter and the informality of shorter units by breaking it up with "wells." The wells sometimes contain weighing scales and facilitate the passing of laundry bundles over the counter. Many are also equipped with hook stands for hanging drycleaning orders.

An interesting example of the combination-type counter is the one found at the previously mentioned Fort Negley branch office (No. 1) in Nashville, Tennessee. The counters make an interesting display of the plant's many services.

Four sections, each measuring 30 by 24 by 18 inches, have glass fronts and glass panels in the forward half of the top. Thus a customer gets a front view on entering, then a downward view while standing at the cases.

Fluorescent tubes in the top front corner between the glass panels light each display. The backgrounds slope upwards at a 30-degree angle. These are covered with velour in shades that best show off each case's contents: burnt orange with towels trimmed in blue, dark brown for yellow and tan sweaters, royal blue behind the shirts, blue-green under a pale blue bedspread. Customers regularly go from case to case to study their contents or to see what's new.

The backs of the cases are open for supply storage, or for temporary placement of bundles during the rush hours.

Two tall cases against the walls flank the counter and show nicely finished suits, dresses and topcoats. Then for contrast is a plain double-shelf black wrought-iron stand. Its upper shelf displays a shag rug and a hooked rug, while a pillow is shown below.

There is virtually no selling copy in this store, for every display tells its own story without words.

The Fort Negley branch office (No. 2) makes use of a long one-piece counter faced with an unusual grain veneer. In this case, however, the partition behind the counter dominates the office, and serves to catch the eye of passers-by. It is red, white and blue, with a touch of buff. One white panel breaks the string of blue



**Combination counter** makes use of four display cases set on low shelf. Showcase at left is one of two flanking the counter. Small footballs, pennants and chrysanthemums give the office a seasonal flavor



**Use of color** provides an inexpensive means of making a call office more attractive. Long counter is played down to call attention to the dramatic back panel of red, white and blue



**Sectional counters** allow greater versatility in arrangement and imply a more personalized type of service. Base of each unit is recessed at toe-line to minimize scuffing



**your best**

**Public Relations**



**the finished bundle.**

When your bundles are clean, sparkling, bright like the ones that are Metso-washed you keep customers coming back week after week. You get new accounts too.

Metso Detergents are preferred for their aid to quality washing. They break up the soil, hold it in suspension until rinsed. No redeposition of the removed soil to fog up whites or colors. Metso works on all classifications; saves money.

Let Metso Detergents help improve your public relations with every bundle. Your local Metso distributor will be glad to discuss a Metso trial in your plant.

1831 — 125TH ANNIVERSARY — 1956

Metso Granular Sodium Metasilicate Pentahydrate  
Metso Anhydrous Sodium Metasilicate Anhydrous

Metso 99 Sodium Sesquisilicate Pentahydrate  
Metso 200 Sodium Orthosilicate Concentrated

Trademarks Reg. U.S. Pat. Off.

**PHILADELPHIA QUARTZ COMPANY**

1160 Public Ledger Bldg., Philadelphia 6, Pa.



**metso detergents**  
PQ SOLUBLE SILICATES

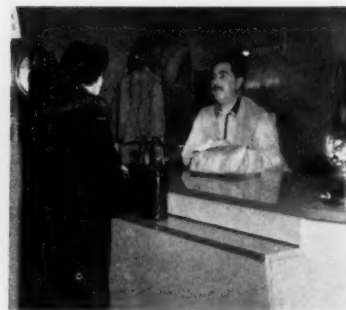
**ASSOCIATES:**

Philadelphia Quartz Co. of Calif.,  
Berkeley & Los Angeles, Calif.,  
Tacoma, Wash.; National Silicates Limited, Toronto, Canada





Counter wells fitted with scales break long counter line into smaller, more personalized units at this supermarket-type plant call office located in Cleveland, Ohio



Convenient shelf along front of counter helps keep top clear of handbags, packages while sale is being made. This plantowner made the rough frame for this long counter and had it covered with formica

panels along the top and down one side. One buff section on the left side matches the natural pine of the counter and marking table and balances the stool that normally stands at the

other end of the partition. All partition trim is in red.

Perforated paneling with quarter-inch holes effectively screens the back of the store; at the same time it passes

air currents in hot weather. Also, when she's checking in garments this permits the sales girl to see customers silhouetted against the glass front of the store as they enter. □□

## Get the Most for Your Advertising Dollar

WHAT CAN a medium-sized laundry do to keep business growing in the face of the volume advertising of the giants of the city?

Julian Green, president of Ideal Laundry Co. of Milwaukee, has the answer for that. He avoids the newspapers, where his big competition plunges heavily, and sticks to media where he can make as big a splash as anyone without stretching his budget.

Mr. Green depends on three media: bus exteriors, radio and direct mail.

Collectively they have made both the peaks and valleys of his sales curve 10 percent higher each year for the past three years. And they've taken a lot of the distressing depth out of the occasional seasonal plunges a laundry curve is subject to.

To cite one specific example, one letter last January resulted in a 500 percent increase in Ideal's pillow business for six weeks, in an off-season month when the curve needed straightening and at the best time of the year to handle pillow business.

Here's how Mr. Green runs his planned advertising program:

### Bus exteriors

Milwaukee transit buses started selling the sides for advertising about two years ago. Mr. Green was one of the first to contract for the sides of two different buses. He had to contract separately to have the sign painted, on each bus got the entire side between the wheels, in three colors.

Here Mr. Green wanted to accomplish two purposes with his money. He wanted to get maximum mass recognition and he also wanted spot coverage wherever he felt it might be needed. So he took one of his ads on a bus on the longest route in the city, running from the far north end through the downtown area and out to the far east end. This, he felt, would give him a billboard that would be seen by thousands each day and, as the crowds changed, by different thousands at different times of the day and on succeeding days. It was a portable billboard, for being mobile it went to the crowds rather than waiting for the crowds to come by.

The other bus sign Mr. Green switched around from one route to

Mobile billboard carries Ideal's message to all parts of the city. This medium is hard to miss and is relatively inexpensive





# JUST SIMPLE ARITHMETIC!

Grommetted NYLONETS in 24" x 36" size  
at \$26.50 per doz.,  
approximately \$2.20 each  
÷ by 300

**GUARANTEED** washes =

answer: .0073  
or less than  
**3/4¢**  
per wash!



LAUNDRY NETS BY—

**NYLONET<sup>®</sup>**

C O R P O R A T I O N

*Sold through jobbers*

2075 N. W. 75th St.  
Miami 47, Florida  
Telephone 84-3535



another. There was no time limit in this changing. It was a matter of waiting until another route became available, and with his second bus he was always on the list for a change. In some cases he would want a change to a particular area to precede a solicitation, and if possible he would get the bus route in that area. But the main idea was to change around as much as possible, so long as the sign spent at least a month in any one area. Ordinarily it would run two or three months before another route space would be available.

For this advertising Mr. Green paid \$100 per month, \$50 for each bus. "And nobody could squeeze me out or dwarf me, no matter what their ad budget," he says. "One bus is as big as another, so I had the biggest ad available in each case for \$50."

"The same money would have got me nothing in the newspaper. The local newspaper has the highest ad lineage in the country, so the rates are high and the coverage is high. Even if I had the only laundry ad in the paper on any given day of the month, I'd be buried among other ads and wouldn't be seen. I'd need a half a page at least, every day of the week, to match the two buses and a laundry this size can't afford that."

## Radio

Mr. Green spends another \$100 per month on radio coverage, and here again he tries to be selective. He steers clear of evening spots because he feels most people watch television in the evening. Beyond that he goes according to the ratings as far as time is concerned, changing whenever the ratings call for it.

The main push is on the week-end Monitor program which is open to local sponsorship. Milwaukee ratings, Mr. Green says, show tremendous coverage for this show. He gets three 50-word spots on Saturday, three more of the same length on Sunday, on the Monitor show. Supplementing this week-end coverage, which he figures gets mass listenership, are five spots per day each day of the week on some smaller station of the city.

On the smaller stations, of course, Mr. Green can get more spots for less money. He manipulates this much as he does the second bus. After each month he changes the times of the spots and occasionally he changes from station to station.

"I'm guided by my own listening habits," Mr. Green says. "I think, and the ratings bear me out, that nearly everyone listens to the news at 7:00 a.m. and 8:00 a.m. But I know many people turn on the car radio going to

work and coming home, and never listen at any other time. Like me, they'll listen to one station for a few weeks or so, then get tired of it and try another, not moving off that station for several weeks. So I try to get variety in time and station to get lots of different groups of people.

"This gives me a total of 41 spots per week on radio, and again it's a case of being as big as anybody. Somebody else's spot announcement is no bigger than mine, no matter how big the other firm might be, so Ideal is not dwarfed for this \$100 each month."

## Direct mail

Letters to customers and potential customers round out the Ideal program. Basic in the direct-mail campaign are three mailings to the full mailing list of 5,000 customers. One is sent in the spring housecleaning season, and this always goes on a brightly colored letterhead made up especially for the occasion. Last year a special shirt band duplicating the spring letterhead won first prize from the American Institute of Laundering.

"The idea is to reflect the general exuberance of spring with color and design," according to Mr. Green. "Then there's salesmanship even before the recipient starts reading the letter."

Another mailing to the full list goes out in the fall, using the back-to-school theme. This also has an appropriate seasonal letterhead. The third full mailing goes out in January just after the first of the year, and takes the form of a "thank you" for the business of the past year, plus an outline of the many services offered by Ideal.



Above: Personal signature makes direct-mail piece a lot more valuable, according to Julian H. Green, who heads up the Ideal plant. Right: January mailing is credited with increasing pillow-cleaning sideline 500 percent. Three full mailings are made each year.

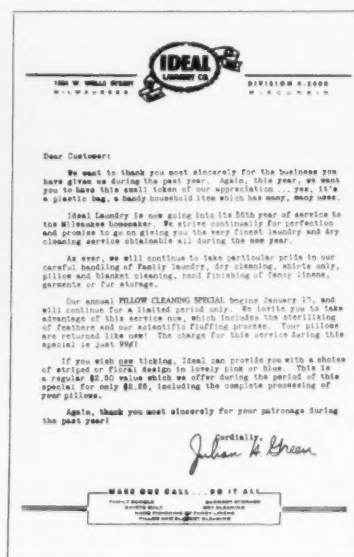
It was one of these January letters that brought the big pillow increase and that, says Mr. Green, is typical of the response. Each of these letters always carries a one-paragraph special offer of some sort. The discount always is a token one, for the price structure is extremely stable in Milwaukee. But a discount is a discount, and it always pulls.

A special gift also goes out with the January letter. Last year it was a plicofilm bag for general use around the house. But more important is the fact that Mr. Green signs each of these letters personally. "I believe that makes the letter a lot more valuable," he reports. "Some of our letters, like general solicitations in a given area, just carry the firm name at the end. But I think it's important to sign the January letter that thanks customers for their business."

There is another letter that is always signed. This is the one that goes out immediately to every new customer as soon as the bundle is brought in and the name is checked. Usually this letter goes out even before the customer gets her bundle back. It's a form letter with her name typed in at the top and signed by Mr. Green. It has been very successful at getting the new customer to stick.

Mr. Green also sends a letter to each newcomer to the city. These go out each week, to a list he gets from a commercial service.

That rounds out the Ideal advertising program that skips the high cost of the local newspaper and still gets mass coverage plus selective coverage where this laundryman wants it. The total spent is only 3 percent of his gross, but still it covers the city and doesn't get lost in the shuffle. □□







# SWIFT'S SOAPS GET DIRTY CLOTHES CLEAN

*...and there's a SWIFT SOAP for  
every washroom requirement!*

MEN WORKING is a sign of the times . . . and the housewife isn't exactly loafing. If she's saving some of *her* time and effort by giving washday to you . . . in a bundle . . . you'll be glad to know that Swift's Soaps can help save *you* time, effort *and* money.

That's true because there's a Swift's Soap for every washroom need. One to fit the kind and type of soil you're chasing—and one to fit your temperature requirements, too!

By taking maximum advantage of this versatility in washroom products, you can help *yourself* while you help the "boss lady" . . . to the dependable, professional convenience of your service. Write for details and remember . . .

#### ONE TRIAL IS BETTER THAN A THOUSAND CLAIMS

##### WHITE RIBBON (Chips or Powder)

These are neutral soaps made from the finest tallow and are particularly recommended for use in higher temperature washing.

##### FLEXO SOAP POWDER

For both automatic or manual wash wheels. Use throughout the washing with out additional soap or alkali for effective, simplified results.

##### SWIFT'S COLD WATER POWDER

Built with carefully selected alkalies for gentle but effective low temperature washing. Excellent for soil removal from light colors, fugitive colors, rayons, and woolens. Results in outstanding whiteness retention for background of printed fabrics.

## Swift

101 ST YEAR

*To Serve Your Industry Better*

### SWIFT & COMPANY

SOAP DEPARTMENT

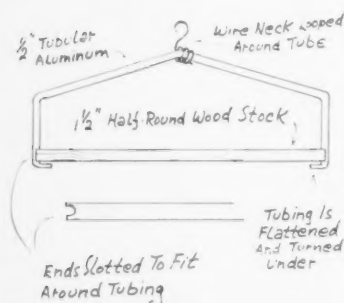
4115 Packers Ave. Chicago 9, Ill.

S-18



# Rhapsody in Bellevue

HAD OCCASION to visit Phil Carr, who is Los Angeles branch manager for a major laundry machinery company, and got to see its repair department in operation. It's something to see, believe me. Bob Stoer, survey engineer, and Herb Mackay, the superintendent of the mechanical department, explained how they repair those big extractors and how they grind down and refinish flatwork ironer chests.



## Household Hanger

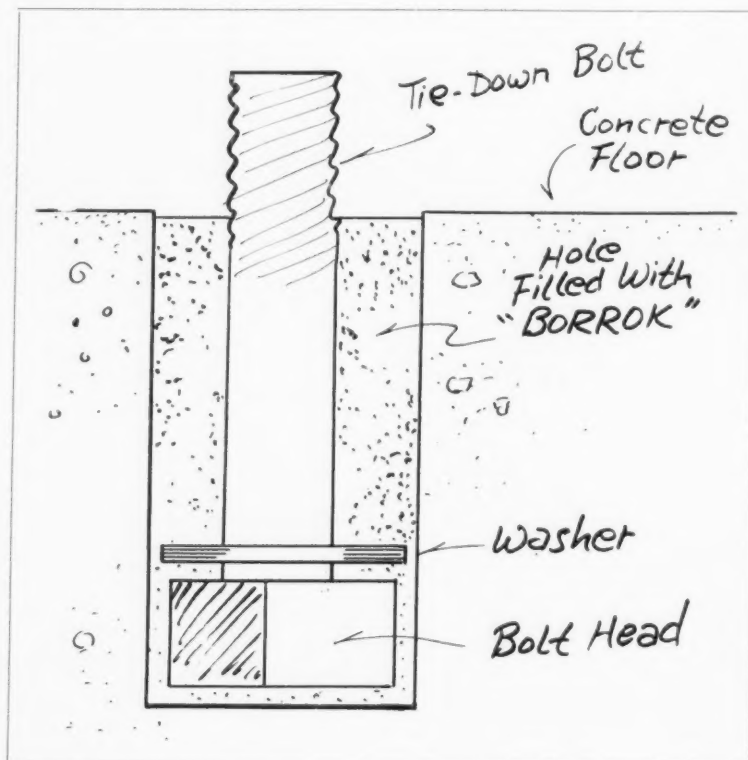
Here's a dandy heavy-duty hanger for household orders you might use in the drycleaning department of your plant. It's a homemade affair made out of a half-inch tubular aluminum and having a crossbar of inch-and-a-half half-round wood stock.

The half-round crosspiece is slotted on both ends so it fits around the tube sides of the hanger. Both ends of this tubular hanger are flattened and turned under at right angles to support the crosspiece over which the heavy drapes, etc., are hung for delivery. A length of heavy wire forms the hanger neck and is looped around the top of the hanger to hold it in its proper position. A real heavy-duty hanger for heavy items.

Best of all, the crosspiece can easily be removed from the order at the time of delivery so the entire hanger can be returned to the plant for reuse. Simply spreading the sides of the hanger apart lets the crosspiece drop free of the frame.

## To Anchor Tie-Down Bolt

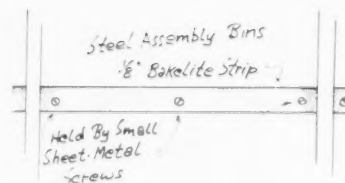
Don't try this on "green" cement. Bore holes in the concrete floor a lit-



tle larger than the tie-down bolt. Put the bolt in the hole in the usual way, with the head down, and fit it with a washer, slightly smaller than the diameter of the hole.

Next step is to use a substance called "Borrok" to fill in around the bolt. (It's a powdery substance made by the Hallemite Manufacturing Co.) Mix the Borrok with water to consistency of pancake batter and fill the hole to floor level. Be sure to work fast after the stuff is mixed, because it dries fast. In fact, Herb Mackay says the equipment can be put into operation inside of one hour with complete safety. It costs about 26 cents per pound and is fine for filling small floor cracks, except where the floor is wet, as in the washroom.

What started the whole conversation was me mentioning how some launderers use molten sulfur for the same purpose instead of lead, which is dangerous if it hits wet concrete. What's undesirable about the molten sulfur is the lousy odor.



## To Chalk-Mark Steel Bins

At Scott Johnson's White House Laundry and Cleaners in Pasadena, California, I saw a problem solved for the users of those steel bins in the assembly department. Wooden bins have shelves thick enough so they can be painted with blackboard slating or other paint to bear names or numbers in chalk, to facilitate the assembling of bundles. With steel bins the shelves are generally much too small for legible chalk lettering even if they are painted with blackboard slating.

At White House the steel bin shelves are all fitted with facings of 2-inch-wide black Bakelite strips that



# laugh 'n learn

LOOK AT US—JUST LIKE HOLLYWOOD! WE'RE LEAVING OUR FOOTPRINTS FOR PEOPLE TO SEE, TOO!



**Ridiculous? Sure!** But a small smudge makes a customer just as angry as a big blob.

Make every shirt a work of art. Top quality builds business, protects jobs. And good finishing calls for Satinette Starch. Greater production, fewer go-backs, no waste.

More and more laundries use Satinette exclusively.

**THE KEEVER STARCH CO.,** Columbus 15, Ohio  
Corn, wheat and other grain products for industry since 1898

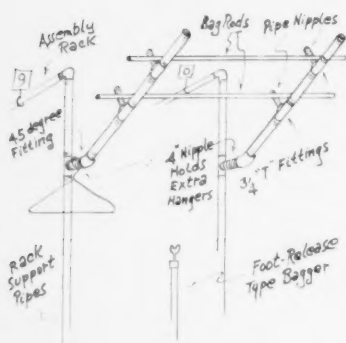


*Reprints of this ad are available from your Keever Jobber*



take chalk as well as a slate blackboard. The strips are held to the shelf by small sheet-metal screws, one at each end of the strip and one at the center. The best part of it, according to Scott, is the fact the strips never need painting, either. I think he uses dampened chalk for the lettering on this glossy surface; I'm not sure but you can experiment.

The Bakelite used is only about one-eighth inch thick but very strong. A local manufacturer of Venetian blinds carried the stuff in stock for some unknown reason, and cut it to the desired length and width.



### Bag Holder at Racks

At George Zillgitt's Alhambra (California) Laundry, the small drycleaning department uses two short parallel pipe racks for assembling orders. To conserve space and to have the bagging station handy to the assembly station, he has tailor-made a handy bag holder right on the end of his assembly racks.

As shown in the drawing, George has used a lot of scrap pipe and a half-dozen "T" fittings, along with a couple of 45 degree elbows to do the job. Four-inch pipe nipples, coming out of "T" fittings on the supporting pipes of the rack, are handy spots for storing spare hangers for the bagging operator. The sloping pipes from the 45 degree fittings have short nipples that support the half-inch bag holding lengths of pipe. The top pipe holds long bags, the lower pipe the shorter bags. A foot-release bagging device below the bag-holder completes the setup.

### "Odds and Ends" Classification

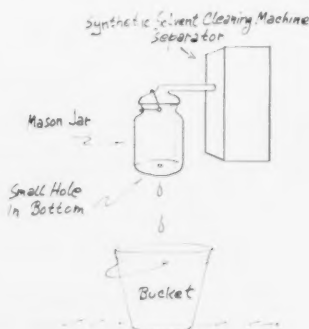
For the "odds and ends" of laundry items that must be washed separately from the main part of the bundle, White House Laundry uses one of the popular wire finished-shirt bins fitted with casters. This 20-bin affair

Four Color Classifications For Each Lot

Light	10	11	12	13
Medium			9	10
Fugitive				
Darks			12	
Castors	Wire Shirt Bin			

allows four color classifications for each of five separate lots, as shown in the drawing, and is a convenient way of moving the work from the marking room to the washroom. Best of all, it keeps the work from these consecutive lots together for easier sorting in the assembly department.

Using invisible marking for full identification this plant found the identification marks do not show up on the darker colors. To this end the marking department uses drycleaning-type marking tags to provide a "visible" mark for these darker garments. These tags are stapled on each of the darker items. Nets containing these garments are sorted into the 20-bin shirt cart according to color classification in proper lot order. Lot numbers are designated by tags on the outside of the nets.

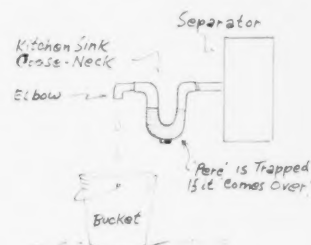


### Separator Drip

Harold Mallicoat, in charge of the Alhambra Laundry drycleaning department, showed me something I didn't know about his synthetic drycleaning machine. Has to do with the glass jar that's used to catch the water from the separator. Failure to empty the jar when it's full means the water may get back into the machine and cause trouble.

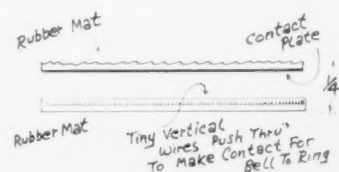
Harold thought the simple solution would be to leave the jar off the thing and let the water drip directly into a bucket, but state laws won't allow it. However, it is lawful if there is a hole in the bottom of the jar—then the water can drip into a bucket! So,

after due deliberation, Harold put a perfect little hole in the bottom of the jar by using (of all things) a neighbor kid's BB gun. At 8 feet it drilled a perfect hole. Now the water drips into a bucket perfectly legally, with no danger of running back into the machine, either.



### Gooseneck Traps Perc

While on the subject of these synthetic units, Harold Mallicoat told me of another legal way of taking care of the water from the separators. Several cleaners have been fitting an ordinary kitchen-sink gooseneck onto the separator in place of the glass jar, and using a bucket below it to catch the water. Any perchlorethylene that might come over is trapped in the lower part of the gooseneck.



### Low-Cost Door Chime

At the White House Laundry in Pasadena, California, I saw a different sort of device for ringing the customary chimes to announce the entry of customers into the call office. Much less expensive than an electric eye, and just as foolproof. Looks like an ordinary quarter-inch-thick rubber floor mat, but it really is two thicknesses of about eighth-inch rubber, stapled around the edges to form a sort of "sandwich."

As I understand it, the lower layer has a lot of little short wires set in a vertical position. Any weight applied to the mat causes these little wires to push up through the rubber of the lower mat and make an electrical contact with the contact plate on the lower side of the mat.

Don't know where to tell you to get them since this was sold by a door-to-door salesman. Probably sold only in the Los Angeles area, but a very good item. □□





**No one is  
quite as  
responsible  
as the Man  
from the Factory...**

*You can expect more from...*

**A**merican







## *Your nearby American representative is always a Man from the Factory*

Through him, you can get expert help with production problems, prompt service for your machines, professional assistance in training machine operators, helpful financing for expansions and improvements in your business. Every day, he sees how others solve problems like yours. He is a valuable contact with your industry, a source of news and information.

Through him you have direct access to the most complete line in the business. One source to fill your every equipment need. One responsibility for the continuing fine performance of your machines. He is always close at hand. In 46 communities your American representative is located within minutes of your plant.

His first responsibility is to serve you. You can expect more of him, because he is the man from the factory.

*You can expect more from...*

**American**

The American Laundry Machinery Company, Cincinnati 12, Ohio





# Industry Leaders Agree On Bright '56

*A.I.L. directors comment on forecaster's  
predictions in last month's STARCHROOM*

In last month's issue we published an article by Peter B. B. Andrews, supervising economist for the firm of Future Sales Ratings, in which he predicted a bright year for laundries and equipment manufacturers in 1956. Some of his predictions were these:

- Sales will increase 2.7 percent, hitting all-time high
- Trend toward larger individual plants with more modern machinery
- 55 percent of existing laundry equipment needs replacement
- 84 million (8.7 percent) jump in machinery sales forecast

We thought it would be interesting and revealing to obtain similar reactions from within the laundry industry itself, and invited each director of the American Institute of Laundering to offer his comments on Mr. Andrews' article and to forecast 1956 prospects in his own geographical area.

To each director who took time out to forward his comments—and to AIL General Manager Albert Johnson—we are deeply indebted.

—EDITOR

## **Sees volume forging ahead, but better quality needed**

Mr. Andrews has written a very fine comprehensive and pertinent article, and I sincerely hope his predictions come true.

Our plant is running 6½ percent ahead in laundry sales, 1955 over 1954. We have every reason to believe that the increase will continue as Denver is growing by leaps and bounds, and our sales force is doing some very good selling. We are constantly adding new machinery, and

have a sizable order in production now.

It has been established over and over again that quality in a laundry is what your customers will accept and continue to send repeat orders. However, it is my thinking that the industry as a whole must improve its quality, because if there are some laundries that are turning out a good bundle and others that are not, the potential customer may send an order to one of the plants whose quality is not good and when she finds herself disappointed in the service she is through with all laundries.

We are looking forward to 1956 in this area, and we anticipate a larger percentage of increase in sales than Mr. Andrews predicts.

J. E. HOLLINGSWORTH  
District No. 7; Colorado,  
Iowa, Kansas, Missouri,  
Nebraska, Wyoming

## **Feels need for more promotion; promises AIL cooperation**

I think your writer has composed a most comprehensive and interesting article, and I will be more than a little interested in hearing from AIL's board members in regard to it. Because of the optimistic news the article contains, I am sure I will hear from many of them.

For myself, I strongly agree with

## **BOX SCORE**

**10 AIL directors agree with Mr. Andrews' analysis and predictions**

**1 AIL director disagrees**

**1 AIL director is on the fence**

**All agree emphatically that greater industrywide promotion is urgent and necessary.**

Mr. Andrews on the need for promotion of the industry. AIL will continue to use its resources to the greatest extent available to develop all possible sales, advertising and other aids for the industry. But, it is important to remember, as Mr. Andrews concludes, that "for the alert and progressive, 1956 will be the best year in history." You know, all the sales, advertising, productive and accounting aids in the world are of little value if management is not progressive enough to use them.

ALBERT JOHNSON  
General Manager, AIL  
Joliet, Illinois

## **Economic conditions promising; greater sales effort necessary**

I have read with much interest the article appearing in your December 1955 issue, dealing with the prospects for improvement in the sale of laundry services, as well as the sale of laundry machinery for the year 1956, and would like to briefly present my reaction.

Confidence in the future of our business is a very important and necessary virtue for all of us to have, particularly at this time, if our industry is to hold its place among the other great industries of the nation. I am happy to see that such faith is



the underlying theme of your article. It may well be that 1956 will develop a greater laundry tonnage than we enjoyed in 1955, and I would not at all be surprised to see such a result.

The daily papers and magazines are quoting recognized economists and bankers who are telling the country that everything points to a favorable first six months in 1956, indicating the business volume, earnings and employment are expected to surpass 1955 accomplishments in many of the larger industries, including national housing.

If the general economic conditions are better in 1956, then I firmly believe that our industry stands to receive its share of improvement, also. At least the possibility will be there and we, as business people, must be alert to conditions and strive in every way to get our share. So many bright possibilities lie before us; one of the most encouraging is the tremendous and rapid growth of the country's population.

Notwithstanding the fact the future economic situation looks encouraging, we in the laundry industry must combine our resources in an attempt to sell more laundry service. We are doing very little today in that direction, it's about time that every town and city in the nation woke up to the need of publicity and public education. No industry can long survive without continuous public relations. Our industry has only itself to blame for the lethargy that has replaced the action and progressiveness of other days.

Your article forecasting what we may expect in 1956 is sound and refreshing. Optimism and enthusiasm, coupled with a little more courage, is what we all need today to bring our industry back to a progressive and profitable business.

M. B. ROMEISER  
District No. 8: Illinois,  
Indiana, Michigan, Ohio

#### **Population increase, publicity efforts will make bright 1956**

It's quite obvious that increased laundry sales can only result if greater promotion efforts are made. The progressive plant with a program will always do better than the plant without one.

The greater influx in population also helps to stimulate business activity. While we find that most new homeowners are likely to do their own laundering at first, in time they do swing over to professional service.

I would say the sales trend for progressive operators in my District is 2 to 4 percent better than last year. And the gains may be even greater in the year to come.

VICTOR D. DALGOUTTE  
District No. 9: New York State

#### **Agrees with 1956 optimism and importance of promotion**

I feel that it is a very well written piece. I am in accord with the optimistic feeling it exudes and I feel that that tone, in itself, can serve as an excellent stimulant to every laundry-owner who reads the story. I want to assure you that AIL will offer its member laundrymen every possible assistance in promoting and expanding laundry service in 1956.

DENYS R. SLATER  
District No. 3: New Mexico,  
Oklahoma, Texas

#### **Local groups must promote to gain share of consumer dollar**

I have read with great interest the article which appeared in the December 1955 issue in regard to the future of laundry and laundry machinery business in 1956.

The statistics which you present indicate a tremendous fountain of volume for our over-all industry. However, I feel that you put your finger on the point of the problem in three of your paragraphs wherein you emphasize the necessity of ambitious promotional efforts.

It seems unlikely that a National Advertising Campaign for our industry will be feasible. Therefore, it will be necessary for the local communities to properly publicize their services. This can be done in many ways and I feel those who take advantage of the situation will prosper and those who do not will meet the same fate that has caused many laundries to close their doors. This will be a year of selling and I sincerely hope that the laundries in my district will take advantage of the potential market that is in front of them. It is quite evident that our industry has not kept pace with the increase in population, notwithstanding what inroads the self-service laundries may have made and also the installation of many washers and driers.

Today is a battle for the consumer's dollar and will be a question of how far up on the list we can place ourselves. Home washing is no fun re-

gardless of the equipment used and it is our job to coax the "hard-to-do pieces" out of the home.

If we will put our shoulders to the wheel I am certain that our industry will get its share of our present prosperity.

GEORGE Y. KLINEFELTER  
District No. 11: Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, West Virginia

#### **Public becoming more laundry conscious due to promotion**

I am heartily in accord with the prediction that laundry sales will rise next year. As a matter of fact, I think the trend will be in that direction for many years to come.

Americans have definitely become more laundry-conscious. We wear and use cleaner clothes and bedding than we used to. And for this improved attitude by the public we can thank our competitors, the washing machine and soap manufacturers.

I also agree that sales promotion is necessary to cash in on the improved market. But this effort must be directed along lines somewhat different from those of the past. We all know that our sweetheart, the American housewife, no longer is attracted by the services our fathers used to give her.

So let us not only give her what she wants today, but also let her know it is here waiting for her.

EDWIN W. PEARCE  
District No. 1: Florida, Georgia, North Carolina, South Carolina

#### **Optimistic about 1956 forecast, but more consumer service needed**

We must modernize our plants and methods if we wish to stay in business; increased costs of material and labor have mounted tremendously, and we must be on our guard at all times.

Collection and delivery costs are getting away from us in our industry. I believe we must use more call offices and, as we have found, we have been able to build up and maintain our volume by giving a 15 percent cash-and-carry discount in our locations. With the increase of labor costs, etc., this is a "must," in my way of thinking.

Your [Mr. Andrews'] article is excellent. Let's all of us get behind the facts, and I am sure we can do a better selling job in 1956 by giving





## new prime sōhp does beautiful work

There aren't many things a woman enjoys more than putting away a bundle of fresh laundry — the softness of the towels, and the gleaming white of the linens, and her husband's shirts. She understands and appreciates good quality work. It's her trade mark as a good housekeeper, the queen of her home.

A good laundryman *enjoys* beautiful work, too. Not just because it's good business to keep his customers happy. But because it's a real pleasure to him, to see bundles going out fresh and clean and sweet-smelling, with a real snap to the whites.

And New PRIME SŌHP *does* beautiful work — brighter work — the kind of work that warms the cockles of a laundryman's heart, and puts a sparkle in a woman's eyes. Because PRIME SŌHP is a *complete* washing product — 12 built soaps in one — blended to adjust *automatically* to the needs of any load.

It's homogenized too, to give you the same uniform washes every time, but the big thing is that beautiful, *beautiful* PRIME SŌHP quality.

Let the PRIME SŌHP representative show you, the next time he comes around. You'll be glad you did.



**Beach Soap Company • Lawrence, Mass.**  
*127 Years Continuous Progress in Manufacturing Fine Soap Products*



our customers a better quality of work, keeping our prices in line, making it convenient to do our customers' work and to give them a cash-and-carry discount where they in turn are helping us on our collection and delivery problems.

G. LOUIS DODGE  
District No. 4: Arizona,  
California, Nevada, Utah

#### **Laundries must offer services in shopping centers to survive**

In my opinion, the article is too optimistic saleswise, and I believe it grossly underestimates the toll on sales taken by self-service laundries and drycleaning stores which take in shirts. It just is not so that the established commercial laundries, as a whole, are thriving—and many more will go into oblivion unless they take their services into the shopping centers.

ARTHUR C. STEVENS  
District No. 10: Connecticut,  
Maine, Massachusetts, New  
Hampshire, Rhode Island,  
Vermont

#### **Replacement of equipment, more promotion needed for survival**

The 2.7 percent increase for 1956 in consumer expenditure for laundering work at power laundries seems modest and attainable. This figure may vary within geographical areas.

The sixth district has an influx of tourists in the summer which is in direct ratio to the prosperity of the country as a whole. We predict a good season for the tourist business and, consequently, in the laundry industry.

Though the level of business is higher for the industry as a whole, we note that a great many laundries are closing shop in favor of the larger corporations which are very well equipped with modern machinery. The firms with the 55 percent old equipment are more than likely closing.

In general we subscribe to the article. However, we take issue on one point (second to the last paragraph). Though the standard of living has increased and people have become more educated and well-to-do, it does not necessarily follow that they will avail themselves of our "fine, improved services." The trend is more likely that they will avail themselves of the last word in home washers and driers

and other automatic laundry equipment. We believe that the day of the family laundry services produced by professional power laundries is fast fading.

Perhaps this is our own fault, but we believe appliance corporations have gone much farther in research and supply of equipment in the home than have laundry machine companies for the commercial laundry. Automation for us has not kept pace with appliances for the home. As an example, the flatwork ironer of today is much more efficient than the 1954 model.

The article, however, is a challenge to the individual operator to sharpen his promotion campaign to attain his full potential for 1956.

KENNETH E. MEYER  
District No. 6: Minnesota,  
North Dakota, South Dakota,  
Wisconsin

#### **Sees even better year in 1956; wage increase will up prices**

The article you sent me, which appeared in your December issue, is to my way of thinking a very clear picture of the outlook for 1956 relative to the laundry industry. I believe, however, that the increase in volume of power laundries will be greater than 2.7 percent over 1955.

I base my belief on the fact that from now on and through 1956 there will be increases in laundry prices due to two reasons:

(1) The new minimum wage law boosting the minimum wage to \$1. Though this does not directly affect the laundry industry, it does mean that there will be increases in wages in our industry in order to keep pace with the demand for competent employees.

(2) Wage contracts in our industry

are being rewritten with increased wage and benefit clauses. This in part is due to reason #1. I feel that this article is not only interesting but substantially correct in its outlook.

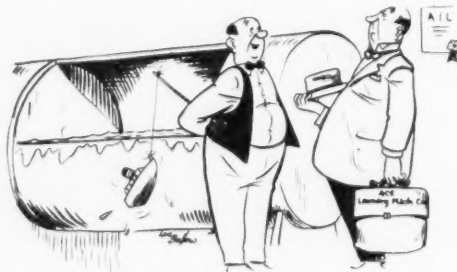
WILLIAM H. WEAVER  
District No. 5: Idaho,  
Montana, Oregon, Washington

#### **Feels 1956 will be even better than forecast made by Andrews**

I am disappointed in the 2.7 percent estimated power laundry volume increase for the year 1956. At the convention in Philadelphia I talked with many laundryowners from all over the country who were very happy with 1955 volume, and quite optimistic in regard to 1956 volume. Based on these contacts I feel that the industry will exceed the estimates of the board. Better quality work, increased advertising and selling effort, quicker service and additional sales outlets will do the job.

FREDERIC THESMAR  
District No. 2: Alabama,  
Arkansas, Kentucky, Louisiana,  
Mississippi, Tennessee

Apropos of Peter B. B. Andrews' forecast of general expansion in the laundry industry is the fact that two ALL directors themselves have reported new additions. Denys Slater, ALL president and director for District 3, as well as head of the Fishburn Cleaning-Ideal Laundry Co. in Dallas, Texas, reports the recent opening of a new call office. Meanwhile Arthur Stevens, District 10 director and head of the New England Laundry Co. in Hartford, Conn., tells of the construction of a new drive-in in West Hartford. Formal opening was planned for the week of January 16.



"Oh, one way or another, I manage to keep busy even when things are slow."

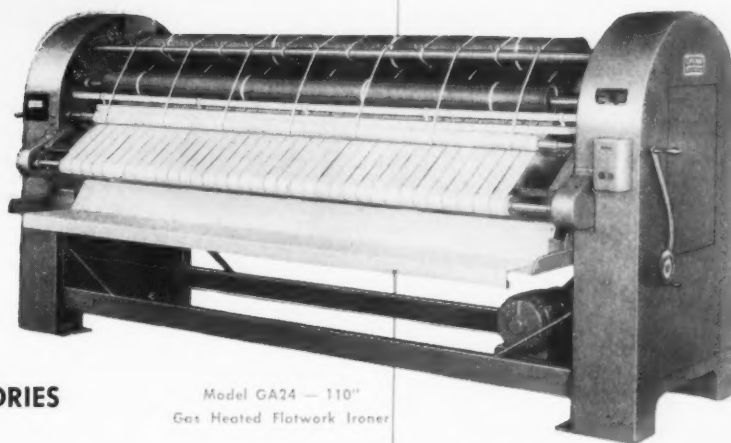


# Preferred

for

## FOR PERFORMANCE

- HOSPITALS
- HOTELS
- INSTITUTIONS
- MOTELS
- DRIVE IN PLANTS
- QUICK SERVICE LAUNDRIES



Model GA24 — 110"  
Gas Heated Flatwork Ironer

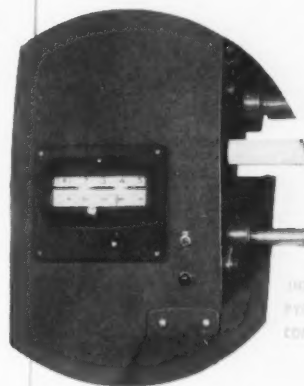
### a machine designed for today's ironing load...and tomorrow's!

The new Model GA24 — 110" CHICAGO Gas Heated Flatwork Ironer represents the most advanced design in large gas heated ironers. It is engineered to provide high production capacity with the traditional dependability of operation found in CHICAGO machines. It is capable of ironing institutional flatwork at a rate of approximately 5 sheets a minute. This ironer has a modern, streamlined appearance and advanced operating and construction features found on no other machine. The GA24 Ironer is available in two different types. The Type R Ironer can be used for front or rear return of work — two-girl or four-girl operation. It has a set of auxiliary return ribbons underneath the asbestos ribbons. It is ideal for growing installations where two-girl operation can handle the load, but four girls can be used as the volume increases. The Type F machine is for front return only — two-girl operation. This ironer is recommended for institutional installations where 800 to 2,400 lbs. of flatwork must be handled per day.

Features

- 24" DIAMETER HEATED ROLL
- ASBESTOS PADDING
- ASBESTOS RETURN RIBBONS
- RIBBON FEED CONVEYOR
- HIGHEST QUALITY FINISH
- BURNS ANY TYPE OF GAS
- VARIABLE SPEED DRIVE
- BALL BEARING CONSTRUCTION
- FINGER ROLL
- INDICATING PYROMETRIC CONTROLLER

Complete information on request.



INDICATING  
PYROMETRIC  
CONTROLLER

The Indicating Pyrometric Controller is the ultimate in heat control. The operator sets the controller at the operating temperature desired and the indicator shows the actual ironing temperature at all times. When the pre-set temperature is reached, the gas is automatically reduced so as to maintain the desired operating temperature.

FLATWORK IRONERS • WASHERS • EXTRACTORS • DRYERS

# Chicago DRYER CO.

EST. 1886

2212 North Pulaski Road • Chicago 39, Illinois



Are you having  
any fun?  
**DON'T BE A  
WASHDAY SLAVE!**

**CALL**

**CONSOLIDATED  
LAUNDRIES  
CORPORATION**

**ALL FAMILY LAUNDRY & DRY CLEANING  
SERVICES TO FIT YOUR BUDGET**

**PROMPT, DEPENDABLE SERVICE!**

**KI Ipatrick 2-3400**

ASK FOR  
MISS ALLEN

**GRANT LAUNDRY  
INC.**



"25 YEARS OF RELIABLE SERVICE IN WESTCHESTER"

**COMPLETE MODERN LAUNDRY & DRY  
CLEANING SERVICE - RUG CLEANERS  
HOUSEHOLD CLEANERS - FUR STORAGE  
CURTAINS - BLANKETS CLEANED**

OUR TRUCK STOPS IN YOUR NEIGHBORHOOD  
EARLY BIRD 7 A. M. PICK-UP SERVICE

Special Discount On Cash & Carry Service

**Fairbanks 4-3468**

(Please Ask For Miss Reider)

MOunt Vernon 8-5200

WARREN PLACE (off S. 3rd Ave.) MT. VERNON, N. Y.

**SUPERFINE  
LAUNDRY**

INC.

SERVING THE  
BRONX  
FOR OVER  
36 YEARS

FOR THE TOPS IN  
**DRY CLEANING  
AND LAUNDERING**

PHONE  
**KI Ipatrick 2-2121**

ASK FOR EXTENSION 13

**RUG CLEANING & FUR STORAGE**

EARLY BIRD SERVICE FOR BUSINESS PEOPLE

1326 GARRISON AVE.  
BRONX 59, NEW YORK

Large display ads are only as effective as their copy and layout. The Consolidated ad at the left shows excellent use of a catchy headline tied in with a cartoon illustration. Grant Laundry (center) uses an impressive plant building illustration to good advantage with clean copy pointing up its length of time in business plus a rundown on its various services. Superfine Laundry (right) uses its descriptive name as a head, presents a well-laid-out ad with plenty of white space

*Part I in a Series on Supplementary Advertising*

## How To Get the Most Out of Yellow-Pages Advertising

*Nine out of 10 people turn to the classified phone directory;  
does your ad tell them what they want to know and sell them?*

By GERALD WHITMAN

**Editor's Note:** This is the first in a series of articles on supplementary advertising media. The yellow pages, match books, postmarks, premiums, etc., would be included in this category. All are relatively inexpensive and are generally used as part of an over-all advertising program. Even though the cost is low, plantowners should attempt to get full value from these sales aids. This series is designed to help them do this.

LOOKING FOR A SALESMAN to work for you at nominal cost 24 hours a day, 365 days a year? Want your sales message to reach everywhere—homes, business establishments, public places—any place there is a telephone? Your answer is the "Yellow Pages" of your local classified telephone directory.

The Yellow Pages are widely recognized as one of the best all-around advertising buys for service businesses, such as laundries or drycleaners. This is true whether you use the classified telephone directory as your only form of advertising or whether you use it to supplement other media.

The advantages of Yellow Page advertising are many, and the cost is low. Classified directory usage is a national habit, with 9 out of 10 people using the Yellow Pages. More important, most of the classified users are in a buying frame of mind when they turn to this medium; they are after a specific need, not merely "window shopping."

Let's assume that you, like an overwhelming majority of businessmen, are sold on the value and im-

portance of being represented in the classified directory. Now you are faced with the problem of competing in print—depending upon the size of your community—with from a mere handful to perhaps hundreds of other launderers or drycleaners advertising in the Yellow Pages.

The principal rule of thumb to keep in mind is this: Once you stop the eye, you start the sale. The size of your ad, obviously, is an important consideration in attracting customer attention.

Classified telephone directories offer a variety of advertising units, from a simple one-line reference listing in small type, bold-type listings and business-card ads that appear in columns with the listings, to the larger display ads with all the ad-



# Why '56 Ford Trucks can bring new savings to your delivery work



Most powerful and efficient performers on any route—new '56 Ford Parcel Delivery units. Shown: P-350, new 8,000-lb. GVW.

## Cut operating costs with modern Short Stroke power!

Ford's new 133-h.p. *Cost Cutter Six* gives you more *usable* (net) horsepower than any other engine in its field, *up to 27% more*. And it's power with *economy*. This modern, high-compression engine has gas-saving, low-friction Short Stroke design. It's the *only* Short Stroke engine in any Parcel Delivery truck!

## Cut per-unit costs with up to 450-cu. ft. load capacity!

You get the *capacity* you need to plan longer, more efficient routes. Ford Parcel chassis take custom bodies with up to 450-cu. ft. loadspace. And they'll carry more *payload*, too. The P-350 model is now rated for 8,000 lbs. GVW; the P-500 for 15,000 lbs. New high-capacity tubeless tires are *standard*.

## Save time and work with Driverized forward controls!

Ford Parcels get the driver's vote! Their convenient controls, roomy working area and *low* step heights cut driver fatigue—*cut delivery time, too*. And now, *Fordomatic Drive* and power brakes are available at worth-while extra cost on *all* models . . . for still greater driving ease and time savings.

There's new *safety*, too: a deep-center Lifeguard steering wheel and driver-adjustable Orscheln hand brake (standard on P-500, low extra cost on P-350). For *all-around savings*, see your Ford Dealer!

## MORE money-saving features!

**Highest compression** ratio in any truck engine (7.8 to 1) puts more miles in every gallon of gas!

**New 12-volt** electrical system with low cut-in generator for faster starts, better performance.

**Free-turn valves**, chrome-plated top rings, autothermic pistons and other long-life engineering features.

**Brake life increased** up to 33% with new, thicker brake linings (P-350). New bigger brakes (P-500).

**New tubeless tires** run cooler, give greater mileage, resist punctures and blowouts!

**Chassis-windshield** models offered in 104", 122" and 130" wheelbases for lower-cost body mounting.



It is up to the businessman to determine the salient facts about his service, translate these facts into effective copy and have a working knowledge of appealing design and layout.

### Factors about firms

Buyers are influenced in choosing a firm to deal with by a variety of facts. Since a buyer of a home appliance will not be influenced by the same set of facts as the buyer of laundry or drycleaning service, it is obvious that different points should be stressed in different industries. Let us see what would most influence a potential buyer of laundry and drycleaning services:

**1. Reliability of the Firm.** Showing the number of years in business is a good point if the firm has been established for an impressive number of years, and it is especially strong when the firm has been located at the same address or general locality. Showing the year established is preferable to stating the number of years to avoid the error hazard in having to change the number each year.

**2. Type of Service.** Under this category it is wise to point up the convenience factors that may induce a potential customer to deal with a particular firm. Such items as speed of service, availability of charge arrangements and business hours of call offices are important.

Other equally pertinent selling

points are parking facilities, route service and listing of branch call offices.

### 3. Scope and Variety of Services.

Certain buyers are interested in the amount of service offered by firms—whether or not they specialize along one line or have a variety of services. In other words, does a particular laundry offer drycleaning, rug cleaning, etc., and does a certain dry-cleaner do shirts and the like? Other buyers wish a specific type of service such as wetwash laundry and seek it, not knowing whether regular laundries offer this type of service.

**4. Quality of Service.** Some of the features which emphasize quality are:

(a) Trained and competent employees — an important point with firms that have such a staff — em-

employees who know their business and do not make mistakes.

(b) Courteous treatment of customers — buyers are impressed by courteous treatment in the call office or in the home and are often influenced to deal with firms assuring this type of service, especially after an unhappy experience elsewhere.

**5. Extra Services.** Buyers are often influenced in their selection of a firm with which to deal by the offer of extra services not ordinarily supplied or services at no extra cost, such as replacement of missing buttons on shirts and garments, turning of cuffs and pockets before cleaning, mending of torn pockets, etc.

**6. Size of Firm.** Some buyers want to deal only with the larger firms, since they feel that these are more reliable

(Continued on page 47)

[illegible]

**All sizes and types of ads** are represented on this page from a typical classified telephone directory. The laundry sections of the Yellow Pages are scrutinized not only by consumers who are seeking professional laundry services for the first time and those who want to switch to a different laundry, but by persons newly moved to a particular area who are looking for a reliable firm.



NOTE THESE RECORD ECONOMIES SHOWN BY

# This ELLIS Equipped Plant

WITH FULL AUTOMATIC  
OPERATION

*Pennsylvania*  
**LAUNDRY COMPANY**

PARTICULAR PEOPLE PREFER  
32ND & POWELTON AVE.

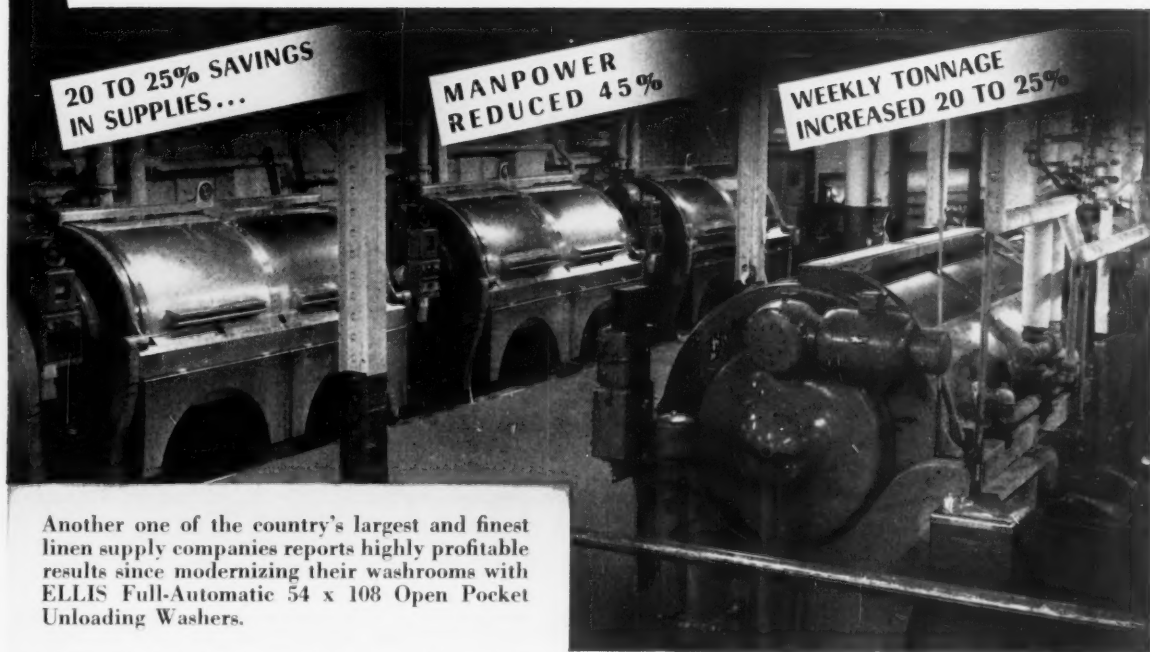


PENNSYLVANIA SERVICE  
PHILADELPHIA 4, PENNA.

20 TO 25% SAVINGS  
IN SUPPLIES...

MANPOWER  
REDUCED 45%

WEEKLY TONNAGE  
INCREASED 20 TO 25%



Another one of the country's largest and finest linen supply companies reports highly profitable results since modernizing their washrooms with ELLIS Full-Automatic 54 x 108 Open Pocket Unloading Washers.

Production tops 650 pounds per man-hour. The total savings are rapidly paying for the original investment. This is why ELLIS Equipment has a definite appeal for so many large and small operators.

ELLIS installation at Pennsylvania Laundry Company where eight 54 x 108 Full Automatic Unloading Washers are in operation. All washing supplies are piped directly to the individual machines from a central supply system.

Write for details of Ellis  
Full Automatic Equipment.

*The* **ELLIS**  **DRIER Co.**

2444 NORTH CRAWFORD AVENUE

**HEAVY DUTY CHICAGO ONE GRADE**

Mr. George W. Krieh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

**REPAIR PARTS**—We carry a complete stock of repair parts for machines formerly manufactured by General Laundry Machinery Company







# launches biggest business-building planned for professional laundries!

**You'll gain new customers,  
make more profits  
by taking part in  
this sensational nationwide contest!**

New Velva-Soft with Blu-Brite—the only product in the world that softens, blues and brightens all washables—is all set to bring you more new business than ever before!

The big contest ad you see at the left is going to run in Life Magazine on February 13, 1956. Look at those prizes! A 1956 Studebaker station wagon plus upkeep, or \$5000.00 cash, a big screen Motorola television set, and many more—a total of 203 prizes worth over \$10,000.00!

And we're making it real easy for folks to enter. All they have to do is tell why they're glad you use Velva-Soft! What could be simpler? Especially when we tell them and show them some of the amazing results of your Velva-Soft finish right in the ad! Results like towels coming out nearly

twice as fluffy, muslin sheets becoming as smooth as percale, babies' diapers softer and safer than ever. And the fact that fabrics actually last longer when they're Velva-Soft finished.

These are results that families want—results that only you can offer. So take advantage of all the selling we're doing for you. Feature the Velva-Soft finish as part of your professional laundry or diaper service, and make your laundry contest headquarters!

Call your Armour man, today! He's ready with merchandising material and contest strategy to help you put over this big new Velva-Soft promotion for professional laundries. And ask him about the special prizes he has for you!

**Make this  
your profitunity  
of a lifetime!  
Mail this coupon today!**

**ARMOUR**

*Soap Division*

INDUSTRIAL SOAP DEPARTMENT

©Armour and Company, 1355 W. 31st St., Chicago 9, Ill.



Armour Industrial Soap Department  
Armour and Company, 1355 W. 31st Street, Chicago 9, Illinois

Sounds great!

How can I get on this business-building bandwagon?

Name \_\_\_\_\_ Title \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zone \_\_\_\_\_

S1



# Need More Payload Space?



## CLEANERS AND DYERS FIND MORE "CARGO CAPACITY" IN THE NEW DIVCO "DIVIDEND SERIES" TRUCKS!

**T**HIS NEW DIVCO 130" wheelbase truck will pay dividends to you through its extra-cargo capacity. Picture this: A body load length of 12 feet with capacity of 470 cubic feet!

Here are more dividends for you. The Divco Model 42 was designed especially for fast, efficient multi-stop delivery, for long-life and low maintenance. The super six engine and 4 speed synchromesh transmission, and other power components, are easily accessible from inside the cab. Divco

provides comfort and safety through passenger car smoothness of ride, wide-deep driver vision and short-turn-radius maneuverability.

You will cut maintenance costs, get greater protection for your cargo and reduce driver fatigue with the new Divco "Dividend Series" trucks. Phone your Divco dealer now for full information and a demonstration without obligation.

**DIVCO CORPORATION, 22000 HOOVER ROAD  
DETROIT 5, MICHIGAN**

## DIVCO TRUCKS

**OVER 80% OF ALL DIVCOS PRODUCED SINCE 1927 ARE STILL IN SERVICE!**



(Continued from page 42)

and better equipped. Such firms can tell buyers about their size by mentioning facts about the number of their employees, delivery trucks, amount of floor space, number of call offices, scope of their operations, amount of equipment, etc.

Some buyers, however, prefer to deal with smaller firms where they believe they will receive more personalized attention. Smaller firms can capitalize on this angle in their copy.

**7. Economy.** Buyers who are particularly interested in low prices will be influenced by this point. Price information is hazardous in directory ads because of the possibility of changes between issues. However, saving of money can be emphasized, in certain cases, by pointing out how the lack of route service or branch offices—if there aren't any—has reduced operational overhead with resultant savings passed on to the customer.

**8. Location.** Customers who prefer to bring in their own laundry or dry-cleaning want to know the exact locations of all call offices.

**9. Illustrations and Slogans.** Good illustrations tend to attract attention, point up the firm's size and facilities and help the buyer visualize the appearance and efficiency of its services. Slogans attract the buyer's attention through a catchy phrase and identify the firm as one about which the buyer had previously heard something, but had forgotten all but the slogan.

### Writing the ad

Where a good fact-finding job has been done, the amount of information obtained usually is more than can be used, making it necessary to sift it and select the most important.

Copy almost always carries the weight of the message in a directory ad. Even where a picture or illustration is used as the principal element in an ad, some copy is ordinarily used to complete the message. Usually an attempt is made to include a very large number of statements, resulting in little emphasis to any one statement, and hence readability suffers. Best results are obtained by emphasizing the one or two features to which the advertiser can make the strongest claim.

Here are some effective pointers on writing copy:

1. Make copy brief, readable, simple—avoid flowery language and words with double meanings.

2. Be sure to make each word count—don't use two words where one will do.

<b>FRANCES MENDELSON</b> LAUNDRY & DRY CLEANING PARTICULAR PEOPLE ARE NO PROBLEM TO US 11East10 Street NY-----GRmrcy 3-8050 Franklin Laundry 347aAmstrdmAv TRaflgr 3-1405	<b>FORZIATI'S COMPLETE HAND LAUNDRY</b> COMPLETE FAMILY SERVICE Hand Laundered Shirts - Fine Flatwork Dry Cleaning - All Work on Premises 510East74 St -----REGnt 7-7070 Four Bradhurst Av Corp 4BrdrstAv -AUdbn 3-8043 Four Star Laundry 243Eliz -----CANl 6-1856
<b>COLUMBIA LAUNDRY</b> ESTABLISHED 1899 Expert Laundry of Every Description 158 7Av -----WAtkns 4-8022	<b>HUDSON LAUNDRY</b> Since 1920 <b>HUDSON LAUNDRY</b> <b>CHelsea 3-6180</b> "POUND WORK OUR SPECIALTY" Dry Cleaning - Rug Cleaning Curtains - Draperies - Blankets Furniture Covers, Etc. 173 7Av -----CHelsea 3-6180

Calling card-type ads, interspersed among the general listings, are sometimes as effective as larger display ads. Short, punchy messages will attract attention

3. Make sure the information included in copy really has a message for prospective customers.

4. If the message is relatively simple or short, don't try to dress it up with fancy words—use the space to give the ad an attractive, highly readable layout.

5. On the other hand, where considerable copy is desirable, don't leave out important information. Take full advantage of available space by regulating type sizes.

6. Where there is a choice between giving good coverage to a few points or sketchy treatments to a number, it is usually preferable to do full justice to the more important features.

### Headlines important, too

Although the copy is the most important part of the ad, the headlines are the eye-catching, focal point of the message and largely determine whether an ad will be noticed and then read.

Headlines should be interesting or informative with emphasis obtained by using larger sizes of type and by various layout devices such as spacing or placement of illustrations. Here are some general headline considerations:

1. Use headlines that inform the user, not the advertiser.

2. Use coined words with great caution—many like "atomic" and "super," for example, have become almost meaningless.

3. Use "trick" headlines with discrimination.

4. Avoid overused words like "guaranteed" and "instantly" as many of these have lost their original impact through overuse.

### Designing the layout

The layout of a directory ad usually consists of a headline, body copy, open space and an illustration, if desired. Keep in mind that the pur-

pose of a layout is to effect a pleasing appearance and to sell. Layouts that are simple and clear will have far more pulling power than those that are difficult to read because of jumbled appearance.

Some simple layout rules are:

1. Keep layout clear, not cluttered. Including too many units of copy detracts from the clarity of the layout.

2. Allow ample open space. This is important in attracting and holding attention and can be done without sacrificing effective copy.

3. Use illustrations only where they help the sales message. A well chosen illustration can save many words of copy.

4. Make layout distinctive. A change of pace in your ad from others in your classification helps it to compete for attention.

5. Use legible type. Unusual styles of type are sometimes desirable in headlines or for special purposes but legibility is the main factor in selecting type for the copy in an ad. Avoid the fancy, hard-to-read types.

6. Feature what is most important. Heavy emphasis on one element of an ad—a word or two of copy, for example—sometimes produces an unusual effect.

In each of the foregoing situations—development of message copy, headlines, illustrations or layout—your Yellow Pages representative can render invaluable assistance.

The effectiveness of directory advertising is indicated by the continued growth in the size of the classified directories to the point where more and more cities are finding it necessary to publish these pages in a separate classified telephone directory.

Remember, too, that when you place an ad in your local telephone directory you cash in on the big and continuous Yellow Pages advertising campaign in national magazines, in addition to the promotions of your local telephone company. □ □





Cleanliness is emphasized at the Westend Laundromat, recently opened in Norristown, Pennsylvania. Attractive surroundings, variety of services and personal attention to clothes and customers make a winning combination

## Investment in Neatness, Services Pays Dividends

By ROGER GANEM

PINK WALLS and colorful equipment attract customers to the Westend Laundromat in Norristown, Pennsylvania. The personal attention given to shirts, work clothes and bachelor bundles keeps them coming back.

### Layout makes big hit

This drive-in is a one-story, concrete-block building with brick facing. Its 2,100 square feet of floor space display twenty 8-pound washers, two 25-pound washers, three gas-fired tumblers recessed in the rear wall, three large extractors, and a one-girl shirt unit.

A call office, a utility room (to service the tumblers and to store equipment), an employees' kitchen and an enclosed office fill out the remainder of the 30-by-70-foot building.

Pink vinyl plastic tile floor covers all plumbing; there is no basement to the plant. The inside walls are of pink sand plaster, with accents of aquamarine.

From a semicircular drive that can handle 50 cars customers enter through three doorways. During the cold winter months the plant is kept comfortable with heat from two gas burners. A 36-inch exhaust fan permits a complete change of atmosphere in three minutes.

Illumination from four rows of fluorescent lighting in the main portion of the laundromat and two rows in the alcove are designed to relieve eyestrain and improve appearance. Outside, seven spotlights are focused on the building.

Detergents are kept in white plastic—  
(Continued on page 52)

Furnishing the drive in this drive-in are two persons who came out of retirement from work in other fields.

Wayne L. Perry had retired in 1953 from his executive position with a large truck manufacturer, a post he held before and after the war.

During World War II Wayne served as Automotive Administrator, following duty as chief clerk of a Pennsylvania Selective Service Board. He has an interest in mechanics and a curiosity made to order for the scientific phase of laundry work.

Besse K. Perry had been active in civic affairs in Norristown for 15 years. She has a deep understanding of and an affection for people, made to order for the productive and public relations phase of the business.

Their reasons for opening a laundromat? "The public generally thinks of laundries as places that are oily, smelly and untidy. We want to prove that laundries can be kept neat and clean. We also think it is a good business."



# Here's How You Can Meet Those Increased Labor Costs-

## Pocock's Corner

Many of you know me as an industrial engineer turned flat-work engineer. Yes, I plead guilty to having made some study of flat-work and laundry production in general.



If you watch this column from now on, you will find me making some comments on the results of my observation and research in this field. In fact, it might pay you to watch for them. Some of them might apply to your problems. I shall touch upon such things as cost per hour, steam supply, padding and supplies, rolling, return system, steaming, shakeout, training, side feeding, and other matters pertinent to your production.

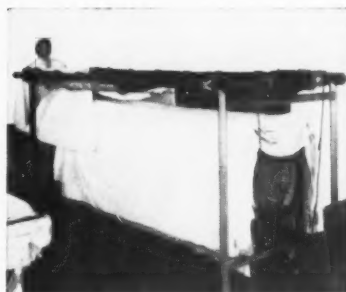
Running a laundry to make a profit is not unlike running a manufacturing business. It is a production problem from day to day and requires the highest type of production controls. They may be caused to vary from hour to hour, but it's still a matter of production.

I know many of you are concerned about the possible effect upon your production costs of the new minimum wage law. Even though you may be exempt from its provisions, yet it creates for you a higher priced labor market. Actually, to many operators, this may be a blessing in disguise—it may cause you to examine your production methods more critically and not only search for more labor saving equipment, but also for greater efficiency from your present equipment and labor. I shall have some things to say each month on some phase of these problems. Meantime, I wish you a Prosperous New Year.

M. A. Pocock

If yours is a laundry handling 1,200 or more sheets and spreads per day, you'll be interested in this plan by which you can cut labor costs, cut labor turnover, simplify a hard hand labor job and provide a smooth, continuous flow of work to the ironers so that production is greatly speeded up.

It's the world-known SAGER SPREADER that accomplishes this miracle of increased production and profits. SAGER SPREADERS are doing it in laundries all over the world. In every laundry that uses the famous SAGER "B" SPREADER, one operator easily performs the work formerly done by two or more hand shakers, in many laundries, of three or more.



View of Sager "B" Spreader. Handles 1200 to 3000 sheets and spreads per day

The SAGER helps solve your labor turnover because SAGER operators like their work — they stay on the job. The reason is that SAGER SPREADERS make what was a tough hand labor job an easy job.

No. SAGER SPREADERS are not beyond your means. If yours is a production laundry, you will quickly see that you cannot afford to be without a SAGER. There is nothing that will take its place in

speeding up ironer production. It will quickly pay for itself in saving of labor and faster ironer production.

With the SAGER "B" your ironer can handle up to 3,000 sheets and spreads per day. Above that capacity you probably need a SAGER "A", which handles up to 6,000 sheets per day. The SAGER "B" comes complete with 3 racks, each rack holding up to 70 to 80 sheets. It is mobile and presents no installation problem. Just move it to location, plug in the 1/4 H.P. motor and start making substantial payroll savings and getting higher production.



Write today for full information about the spreader which suits your needs, and get the names of laundries over the world which have reduced their ironing costs from 40% to 60% by the use of these machines.

### M. A. Pocock

1236 Central Ave., N. E.  
Minneapolis, Minnesota

Please send us full facts about your labor-saving Sager Spreaders.

Firm \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_



# your quality is always tops with these Procter & Gamble products



## OZONITE

Ozonite—the original complete soap, famous for its cleaning efficiency, convenience and economy. A uniform, scientifically balanced blend of top quality ingredients which provides maximum soil removal with safety to fabrics. Rinses freely, leaving clothes bright and fresh . . . eliminates alkaline grayness. Tops in assuring uniform quality control in the washroom.

Packed in 140 pound cloth bags and 250 pound barrels.



## COLD WATER OZONITE

Cold Water Ozonite—able companion to Ozonite. A complete, balanced soap made especially for washing colored clothes thoroughly and safely at low temperatures. Sudses readily, washes thoroughly, and rinses easily at the temperatures used for washing colored clothes.

Available in 250 pound barrels.

Amber Granules — a top quality, spray-dried neutral soap of the 88%, 42° titer type. Provides long washing mileage . . . builds a sturdy suds that stands up under high temperatures and heavy dirt loads. No other soap can offer greater convenience and economy—and better performance, day in and day out.

Available in 75 pound bags.



Brex—for the "break." A complete, first-suds detergent with a soap-alkali ratio that's always right. Quickly soluble . . . goes to work fast . . . emulsifies and carries off the greatest amount of soil. Gives you the best possible washing job at a reasonable cost. Fits any formula.

Available in 100-pound bags.



Orvus Extra Granules—A complete, multi-purpose synthetic detergent, effective over a broad range of operating conditions. Particularly well suited for low temperature washing of silks, wools, and fugitives—and for the shampooing of rugs.

Available in 50 pound paper bags and 110 pound fiber drums.

Orvus Hytemp Granules—The new synthetic detergent developed especially for washing white work at higher temperatures. Widely used with Brex in the amazingly efficient "Matched Team Detergency" washing method.

Available in 50 pound paper bags.



Launette—"Custom-made" for automatic laundries. Designed to build up the highly active washing energy necessary for automatic machines. Maintains whiteness . . . overcomes the tendency to yellow during drying. Available in 100 pound paper bags.



Launette Special—A new type of detergent for automatic laundries. Its condensed suds gets more dirt out of clothes . . . soil-suspending agents keep soil from re-depositing on fabrics. Its built-in whitening action turns out bright, sparkling, customer-pleasing work consistently. Superior washing performance at a surprisingly low cost per wash.

Available in 50 pound paper bags.

For further information  
about any of these  
top quality products,

write to:



## PROCTER & GAMBLE

Bulk Soap Sales Dept.

P. O. Box 599

Cincinnati 1, Ohio

THERE'S A TOP QUALITY PROCTER & GAMBLE PRODUCT FOR EVERY WASHROOM NEED.



see how simply the **new**

# GROMMET GRIP

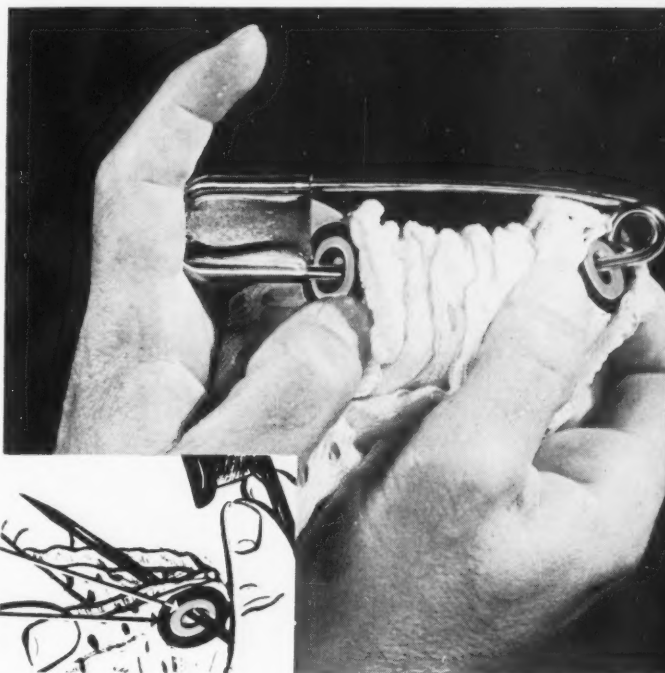
increases net life...

and it's by **GIBRALTAR**, of course.

"Grommet Grip" is an exclusive Gibraltar feature that guarantees longer net life. Grommets and flexible washers are placed on one side of each end of the net. They protect the net from rough and sharp edges of the pin. Protective washer prevents grommet from damaging net. Net can be opened to full width without strain.

"Grommet Grip" serves as a guide to proper pinning and gives added protection to nets but still permits normal pinning speed. Takes all types of pins.

"Grommet Grip" is standard equipment on all Gibraltar "New Governor" Nylon Nets. Your jobber has them in stock now. By request, they can be supplied on the "Major" and "New Manhattan" Nylon Nets.



Grommet through one side of net,  
only. Net can open to full width.

Washer protects net from grommet.

\*Patent applied for

## GIBRALTAR FABRICS, INC.

254 36th Street, Brooklyn 32, N. Y.

### OTHER GIBRALTAR PRODUCTS

Gibraltar Nylon Nets  
(Woven & Knitted)

Gibraltar "Datex" Dacron  
Duck FWI Covers

Gibraltar Resintex Nylon  
Press Cloths & Covers

Gibraltar Nylon FWI Tape

Gibraltar FWI Pads & Covers

Gibraltar Nylon FWI Cords

Gibraltar Nylon Shroud Lines

Gibraltar Anti-R-G



(Continued from page 48)

covered bowls spaced on top of the washers, along with pink wastebaskets to permit the customers to help with keeping the plant clean.

### What it cost

The building cost Wayne L. and Besse K. Perry, owners, \$40,900. The equipment, including an 8,400-gallon-per-minute water softener that regenerates every 12,000 gallons, cost an additional \$22,000.

The only change contemplated is a trade of some of the 8-pound washers for three or four 25-pounders, or perhaps a 50-pound unit. This has been made necessary by the multiple services offered and the heavy loads being brought in by customers.

### Customers appreciate services

The many extras of the Westend Laundromat make it unique and outstanding. First of all is the shirt department under the direction of a former laundress. Only 14 shirts an hour are finished, because "we don't want to sacrifice quality." This seems to be paying off, if the compliments of the customers are an indication. The regular price is 24 cents.

The hand pressing of blouses, heavy sport shirts and women's finery, also done by the one person in the shirt unit, costs 50 cents. This represents an increase of 15 cents that was readily accepted by the patrons "because it's worth it." Each shirt is individually wrapped in cellophane or placed on hangers, whichever is preferred.

### Work bundles

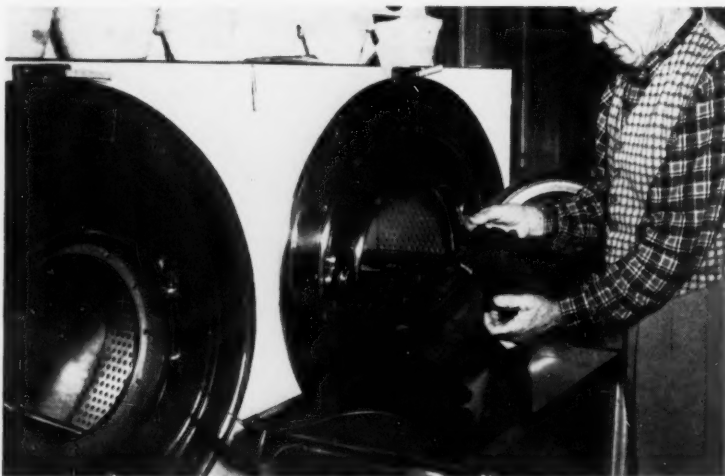
"The dirtier the clothes, the greater the challenge," stated Wayne, who specializes in the profitable sideline of cleaning the grease- or lampblack-spotted clothing of machinists, mechanics and miners. He uses a special formula that is getting the uniforms and dungarees so clean that "we're doing all the clothes for a large gas station chain, exclusively." His accounts increased from one a week to one a day in two months time.

### Other features

The Westend Laundromat is attracting extra customers by offering extra services.

The bachelor bundle was directed to those "helpless males who need our services." In some cases Mrs. Perry would include pressing, minor sewing and mending.

Nylons and synthetics are washed by hand, and blankets are washed and



Soiled work clothes offer a challenge plantowner Wayne Perry finds hard to resist. Special washing formula found favor with local miners and mechanics



Personalized service breeds customer confidence . . . a surefire sales builder. Here Mrs. Perry ponders the best method for mending a torn coat

fluff-dried, "using lukewarm water and very low heat for drying." Drycleaning and hat blocking are contracted.

These services have become goodwill builders, they help with the volume, and supplement the plant's advertising.

### Advertising

The history of the Westend Laundromat dates back only to September 8, 1955, the start of a three-day open house program. A full-page newspaper ad publicized the event, at which refreshments were served and coupons given entitling the bearer to a free wash job on a bundle load.

Approximately \$250 to \$300 a month have been spent on newspaper space, radio spots covering the first six weeks, and direct mail.

The first mailing of the direct-mail

campaign in November reached 1,000 persons, or one-third of the list's total.

Every ad stresses "Laundry done in the Home Service Manner." Only qualified attendants are permitted to operate the equipment. Besides Mr. and Mrs. Perry and Mrs. Sims in the shirt unit, one other regular employee and two "on-call" part-time workers complete the plant's personnel.

The drive-in begins its day at 6:30 a.m. On Mondays and Fridays it remains open until 8:30 p.m.; on Tuesdays and Thursdays until 5:00 p.m.; Saturdays until 4:00 p.m. and until noon on Wednesdays.

It isn't hard to figure how the Perrys reached a decision about the color scheme. They say, "As long as our customers are satisfied, we're happy."

The Perrys are happy. In fact, they're tickled—pink. □□



# Twin Baskets in One Unit, Each with All Advantages of Single Basket Operation

**Look to CISSELL  
for Outstanding  
Twin-Tumbler Performance**

**E**ACH BASKET in a Cissell "Twin" has its individual basket motor, heating unit and controls. On the Gas-Fired "Twin" with Time & Temperature Control, set thermostat for each basket at desired temperature; load in each basket will dry independently. (On the Steam-Heated "Twin", set damper for one basket "Hot" . . . other basket "Cool" . . . or to any desired degree of heat . . . and temperature will remain at setting.) If load in one basket is only partially dried, the placing of a full wet load in other basket will not alter the normal drying time of either basket. When both baskets are operating and one door is opened, the other basket CONTINUES TO RUN. NO DRYING TIME IS LOST. Hot, dry air is moved independently through each basket and exhausted through LINT TRAP to atmosphere. Clothes are dried uniformly—at the same time in lower and upper baskets. For efficient, low-cost operation, you can put your confidence in Cissell Tumblers—the tumblers packed with all the features you want. LAUNDRY: Double Basket "Twin"—Single Basket 36" x 18", 36" x 30", 42" x 42". DRY CLEANING: Single Basket 36" x 18", 36" x 30", 42" x 42".

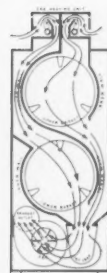
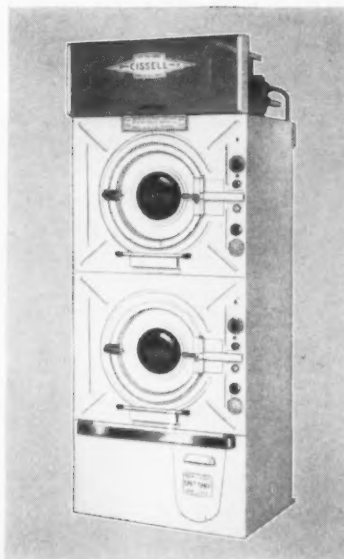
**W. M. CISSELL MFG. CO., INC.**

LOUISVILLE 1, KENTUCKY

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.

Foreign Distributors write Export Dept.—Cable Code "CISSELL".

*Consult Your Jobber*



DOUBLE WALLS



## CISSELL GEAR REDUCER

Extra, heavy-duty reduction gear provides an abundance of power and strength. 30 to 1 gear reduction. Built by Cissell for precision control of each part. Equipped with Timken Tapered Roller Bearings. Gears and bearings operate in a bath of oil. (Change oil only once every six months.) No chains or noisy moving parts.



THE 36" x 30"

No-Sag Basket





**"In 5 minutes  
I found out how foolish  
I was ready to be..."**

— says Homer Letarte, owner of Sno-Wite Cleansers and Launderers



"I'd about decided what new press I'd buy. Was telling a friend who has a shop in the next town..."

"Joe said — 'It's foolish to buy a press that's obsolete when you get it. Climb in my car, and I'll show you a press as modern as power steering.'"

**"A man should work a HYDRO-AIR for free!"**

"That's what I told Joe after working his press. 'Right', he said, 'but you'll settle for the way Hydro-Air keeps the operator fresh and producing at a good rate all day.'"

**Get the most for your equipment dollars... look into the HYDRO-AIR before buying any new press.**

To see how way ahead its engineering is, you need only try a *Hydro-Air*, as Homer Letarte did. Learn how much easier pressing is when old-fashioned leverage is eliminated... and when helped by other modern *Pantex* developments like adjustable pressure, "under table" bar control for instant head closing, toe-tip vacuum and lock release, fast head steam and variable buck steam. They add up to more production, more profit, quick training of "green" help.

Users will tell you about less downtime and less maintenance, too. Send for folder that explains all.

**PANTEX MANUFACTURING CORPORATION,**  
Box 660G, Pawtucket, Rhode Island

Send me booklet about Hydro-Air Presses

Name & Title.....

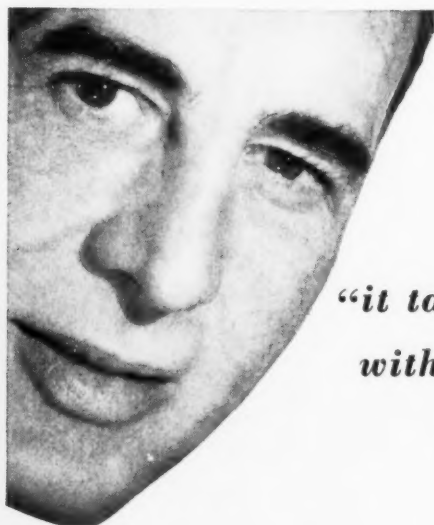
Firm.....

Street & City.....

**Pantex** *Hydro-Air*

**AIR OPERATED DRYCLEANING PRESS**





“



is my favorite”



“it takes less work...

with



”

any way you look at it...

HTH® BLEACHES

are the best of their kind

“



*makes bleach  
preparation  
a snap”*

®

It's no secret among commercial laundry operators and institution management that HTH bleaches are outstanding as time-, trouble-, and money-savers...whatever type bleach they individually prefer.

For a stable sodium hypochlorite solution, use HTH Soda Bleach Mix. It's *pre-proportioned* bleach and soda ash together in the right mix. The measuring and mixing job is all done. Just add it to water and you have the proper solution. As a result, there's little need for washroom supervision.

For stock bleach solutions, use HTH Granular. Here is a stable, uniform bleach containing 70% available chlorine...the same bleach that

laundries and institutions have been using for over a quarter of a century.

To do away with time-consuming, troublesome bleach solution preparation, Ad-Dri is a particular favorite...because it's added *dry* directly to the washer easily and conveniently by using the exclusive Dri-ader measuring cup found in each drum.

So select the type of HTH bleach that best suits your particular operation. You can't go wrong...for all three HTH bleaches are the best of their kind...all assure maximum whiteness retention and minimum tensile strength loss. Call your laundry supply house for additional information or mail this coupon.



OLIN MATHIESON CHEMICAL CORPORATION

Industrial Chemicals Division  
Baltimore 3, Maryland

Please send information on all three HTH bleaches and the name of my nearest supplier.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

3608



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# **ABLOK**

**PREMIER**

**NYLON NETS**

**Put Profits In The Bag**

**FINEST WASHING** ... scientific hole size ... clothes stay in, dirt flows out

**GREATEST WASH LOAD** ... oversized net ... compensates for shrinkage

**LONGEST NET LIFE** ... heat treated ... makes nylon tougher ... lock-knitted ... no run, no ravel

**QUICKEST CLASSIFICATION** ... 10 colors

**SPECIAL FEATURES TO FIT YOUR NEEDS** ... grommets, zipper closures, suspension tapes, etc.

See for yourself why so many laundries prefer  
FABLOK. We'll be glad to send you a sample  
FABLOK Premier Nylon net FREE—and  
the name of your exclusive FABLOK distributor.



**FABLOK MILLS, INC.**

46 Cordier Street  
Irvington, New Jersey

\* Trademark, Fablok Mills, Inc.



# Both are built to save you the BIG money



**Four newly styled, INTERNATIONAL all-truck panels:** 115-inch wheelbase, 4,200 to 6,900 lbs. GVW. Big 155 cu. ft. interior, wide-opening rear doors. Insulated against heat, dust, cold. Power steering, power brakes, automatic transmission available.



**One reason why IH leads in multi-stop delivery truck sales** is the new INTERNATIONAL Truck with "Metro-Lite" body for greater payloads. It's just one of 17 multi-stop models, from 5,400 to 16,000 lbs. GVW. Wider choice of models than any other make!

## The only question: Which type is best for you?

Where prestige counts as much as loadspace, the INTERNATIONAL Panel Truck is a mighty wise choice. Its smart good looks reflect the modern way you run—and advertise—your business. Loadspace, economy, modern performance features make it smarter still to put this truck to work on your routes.

When bigger routes are all "stop-and-go," an INTERNATIONAL Truck with Metro® body can be your best money saving choice. It gives you more load per trip, fewer return trips, more route-time per day.

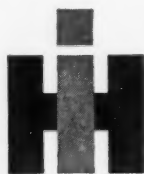
Either way you save the BIG money when you choose INTERNATIONAL Trucks. They're built from the drawing board on out as trucks, with no passenger-car-type engines or components asked to do a truck job. The result is longer life, fewer and less

costly repairs—and that saves you the BIG money, the over-the-years operating and maintenance costs.

Let your INTERNATIONAL Truck Dealer or Branch prove it to you, today.

**INTERNATIONAL HARVESTER COMPANY • CHICAGO**

**All-Truck Built to  
save you the BIG money!**



**INTERNATIONAL  
TRUCKS**

**MULTI-STOP SALES LEADER 18 STRAIGHT YEARS!**

Motor Trucks • Crawler Tractors • Industrial Power • McCormick® Farm Equipment and Farmall® Tractors



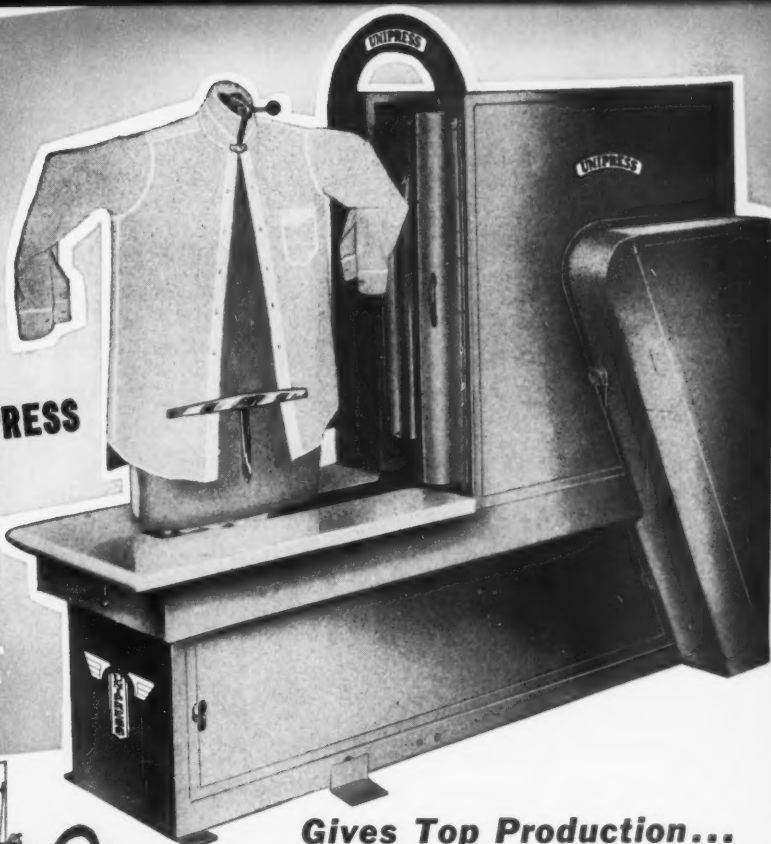
# UNIPRESS

PROUDLY PRESENTS THE

*Glide-O-Matic*

ONE LAY BOSOM AND BODY PRESS

FEATURED IN THE  
2 OR 3 GIRL  
GLIDE-O-MATIC  
SHIRT FINISHING UNIT



UNIPRESS  
2 OR 3 GIRL GLIDE-O-MATIC SHIRT FINISHING UNIT

Designed for balanced and rhythmic operation, the UNIPRESS 2 OR 3 GIRL GLIDE-O-MATIC SHIRT FINISHING UNIT saves floor space, cuts operator fatigue and sets quality shirt finishing records.

EXCELS IN QUALITY AND PRODUCTION

FINER FINISHING FASTER WITH...

**THE UNIPRESS COMPANY**

MINNEAPOLIS 8, MINNESOTA



**Gives Top Production...  
Quality Finishing...  
Outstanding Performance  
...Automatically!**

The famous Unipress skilled engineering and expert craftsmanship have developed the amazing UNIPRESS GLIDE-O-MATIC ONE LAY BOSOM AND BODY PRESS. Its simplicity of design and ease of operation makes it possible for you to enjoy new economy and shirt finishing production records.

Just one simple, speedy lay and both bosom and body of shirts are beautifully finished . . . automatically! Operator merely lays shirt over form and engages safety control. When completed, the form automatically returns to original position where the neck clamp and tail clamp automatically release for speedy removal of shirt.

The UNIPRESS 2 OR 3 GIRL GLIDE-O-MATIC SHIRT FINISHING UNIT is tested and proven to produce quality finished shirts in seconds rather than minutes.

For the finest in shirt finishing on the world's fastest shirt presses, contact your nearest UNIPRESS distributor at once about the UNIPRESS 2 OR 3 GIRL GLIDE-O-MATIC SHIRT FINISHING UNIT featuring the GLIDE-O-MATIC ONE LAY BOSOM AND BODY PRESS.

THE UNIPRESS COMPANY

2802-A Lyndale Avenue South, Minneapolis 8, Minn.

Please rush floor plans and complete information on:

\_\_\_\_ GLIDE-O-MATIC BOSOM AND BODY PRESS

\_\_\_\_ 2 OR 3 GIRL GLIDE-O-MATIC SHIRT FINISHING UNIT

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



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	Issue	Page		Issue	Page		Issue	Page
Things All Married Women Should Know	September	60	<b>DISPLAY</b>			Air Conditioning for the Laundry	May	74
<b>COSTS</b>			A Diaper Service Can Be Profitable	May	22	Controlling Humidity in the Laundry	July	70
Compact Shirt-Laundry-With-in-a-Laundry	May	32	How Quick Service Wash Tub Gets the New Market (sign)	July	36	The Diesel in the Laundry	March	72
How To Reduce Your Electric Bills	August	64	How To Spark Your Christmas Promotion	November	8	Disappearing Water Level	February	77
Laundry Profit Margin Sags in '54	August	6	NSC Offers Safety Banner	May	64	Efficient Water Softener Saves Time and Money	September	70
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Operating Cost Percentages —1954	October	90	<b>DRIVE-INS</b>			How To Obtain and Store Hot Water	December	66
<b>CURTAINS</b>			Branch Drive-In Store Operations	December	36	How To Stop Water Hammer	November	64
De Luxe Curtain Finishing Opens the Door for Salesmen	January	62	A Branchless, Truckless Operation	December	26	New Piping Materials	January	72
<b>CUSTOMER CONTROL</b>			A Course for Future Quick-Service Department	January	24	Power Plant	October	83
A Complete Routeman Control System	June	8	How Falconer's Doubled Its Drive-In Volume for the Second Time in 10 Years	March	10	Putting Electrical Connectors To Work	June	74
You Can't Afford To Stand Still	January	12	A New Drive-In Store	February	36	Selecting the Right A.C. Motor	February	68
You Can't Beat Door-to-Door Selling	October	45	New Drive-In Store Includes Push-Button Counter Conveyors	July	8	Vacuum Collapses Hot-Water Tank	December	72
<b>CUSTOMER RELATIONS</b>			Package Plant Saves the Day	August	32	Water Supply	October	79
Bettering Company Relations . . . With the Public	October	62	The Plant That Harper Built	September	8	<b>FABRICS</b>		
Bundle Inserts — Two-Way Proposition	November	26	Quick-Service Operations	December	42	AIL Warning on Dynel	November	46
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Credit Can Be a Valuable Sales Aid	July	40	A Service That Non-Users Will Buy	May	18	Warning on Washing Felt	January	88
How Falconer's Doubled Its Drive-In Volume for the Second Time in 10 Years	March	10	You Can't Afford To Stand Still	January	12	<b>FINISHING</b>		
Improve Present Services	October	54	<b>DRYCLEANING</b>			De Luxe Curtain Finishing Opens the Door for Salesmen	January	62
The Plant That Harper Built	September	8	The Charged System	October	92	Fabrics	October	96
Promoting Over-the-Counter Sales	October	48	Drycleaning Section	October	91	How Cotton - Dress Volume Zoomed	September	46
Selling by Contract Is Profitable	November	10	How Cotton - Dress Volume Zoomed	September	46	Production Standards	October	77
Stimulating Stagnant Route Sales	October	40	How Falconer's Doubled Its Drive-In Volume for the Second Time in 10 Years	March	10	Serving the "Carriage Trade" Can Be Profitable	January	8
There's "Gold" in Those Washable Rugs	April	12	How To Increase Plant Capacity	January	32	<b>FLATWORK</b>		
What Makes a Star Salesman?	March	30	No Room for Pessimism	February	8	Flatwork Ironer Shut-off	May	60
What's Wrong With Laundry Service	December	8	The Plant That Harper Built	September	8	Little Falls Management Offers Solutions to Four Production Problems	April	24
<b>DELIVERY</b>			Six Money-Making Sidelines	October	59	Morgan's Methods Bring Savings	August	40
A Complete Routeman Control System	June	8	A Snug New "Drive-Through" Solvent Filtration	June	50	Production Standards	October	77
Give Your Trucks Personality	October	46	Spotting Suggestions	October	95	<b>GADGETS (See "Rhapsody in Bellow")</b>		
How We Consolidated Two Plants Into One for Greater Efficiency	April	60	Three-Level Rinse Tank	October	110	<b>IDENTIFICATION (See "Marking")</b>		
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You Can't Afford To Stand Still	January	12	What a New Shirt Fold Can Do for Your Plant	March	14	Bettering Company Relations . . . With the Employees	October	63
<b>DE LUXE SERVICE</b>			You Can't Afford To Stand Still	January	12	How We Select and Train Our Over-the-Counter Employees	April	40
De Luxe Curtain Finishing Opens the Door for Salesmen	January	62	<b>EDITORIALS</b>			Poker-Chip Incentive	November	28
De Luxe Finishing	October	59	An Open Letter to the "Committee of 100"	June	6	Safe Driving Is No Accident	February	28
Serving the "Carriage Trade" Can Be Profitable	January	8	Clotheslines Are for the Birds	August	4	What Makes a Star Salesman?	March	30
<b>DIAPER SERVICE</b>			Follow Your Customers? How About It?	October	32	<b>INSURANCE</b>		
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			Meet Betty Best . . .	December	6	Are You Fully Insured? — Part III	March	58
			A National Advertising Campaign May Be in the Making	May	6	Have You Had a Recent Appraisal for Fire Loss?	July	26
			One Swallow Doesn't Make a Summer	April	6	20-Point Insurance Check List	August	48
			A Success Story That Can Help Vicious Propaganda	July	6	<b>LAYOUT</b>		
			You Can't Live on Love . . .	February	6	How a Conveyor System Eliminated the Need for a New Building	June	28
				March	6			
				October	32			
			<b>EMPLOYEE RELATIONS (See "Personnel")</b>					
			<b>ENGINEERING</b>					
			Aerated Well Water System Ends Dry Spell at White Way	June	14			

(Continued on page 62)



# COMPLETE AUTOMATION

IN THE  
WASHROOM

WASHES · EXTRACTS · SHAKES-OUT

all in ONE  
continuous operation



Models available in 50, 100 and 200 lbs. capacity.

PATENT PENDING

## The BRAUN UNIT WASH WASHER-EXTRACTOR SAVES

**TIME.** Automation frees washroom labor to handle other jobs. The wash cycle requires little or no attention as all phases are handled automatically. One machine does the work of two.

**LABOR.** One man can easily handle \$3,000 worth of family work alone in a washroom properly equipped with Braun Unit Wash machines. Consider the savings!

**SUPPLIES.** Water bills can be reduced substantially. The Braun Unit Wash permits extraction between rinses, with resultant savings in supplies. Other material costs will be correspondingly reduced.

## PLUS

BETTER WASHES WITH  
Exclusive "WASHBOARD-SQUEEZE"  
Action . . .



"Squeeze" combines with washboard action for quick complete washing. Full-circle rotation of baffle and reversing cycle provide extra assurance of thorough agitation. Unit Wash's exclusive contoured rib design provides high lift, washboard cleaning action during big drop.



Now all Braun Unit Wash machines have provisions for continuous rinsing, thus effecting greater efficiency and improved washing quality by continually removing excess loose soil before it can filter through the clothes.

**G. A. BRAUN INC.**

Empire Building

Syracuse 2, New York

Gentlemen: We would like further information about UNIT WASH and the savings available to us.

Name \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



(Continued from page 60)

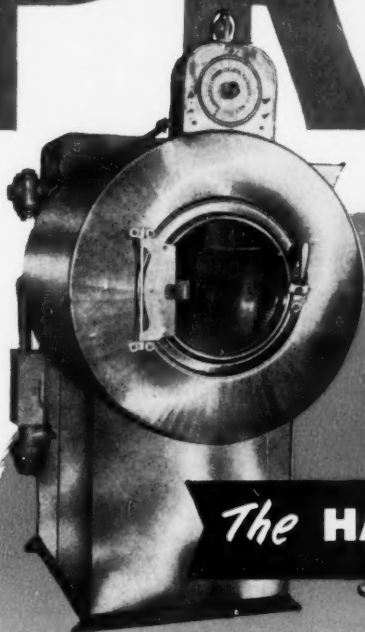
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# HAMMOND

*Automatic LAUNDRY EQUIPMENT means..*

# PROFIT



75 Lb. DYNA-MATIC  
WASHER



30" WIZARD  
EXTRACTOR



80 Lb. OPEN-END  
LAUNDRY TUMBLER

*The* **HAMMOND BIG 3** *PROFIT MAKERS*

With the terrific percentage increase of labor, supplies, and operating costs to an all time high, the modern plant operator looks to quality, high-speed automatic equipment for his profit. The Hammond "Big 3" delivers tremendous production, speed . . . and precision automatic controls

that require less labor and time. Rugged stainless steel construction, oversize, open-end glass ports and uniform capacities deliver an amazing profit making combination. See your nearest Hammond dealer or write direct to the factory for more immediate information.

**HAMMOND**

LAUNDRY - CLEANING  
MACHINERY COMPANY

HAMMOND BUILDING WACO, TEXAS

Please send all available information about  
HAMMOND AUTOMATIC LAUNDRY EQUIPMENT  
NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

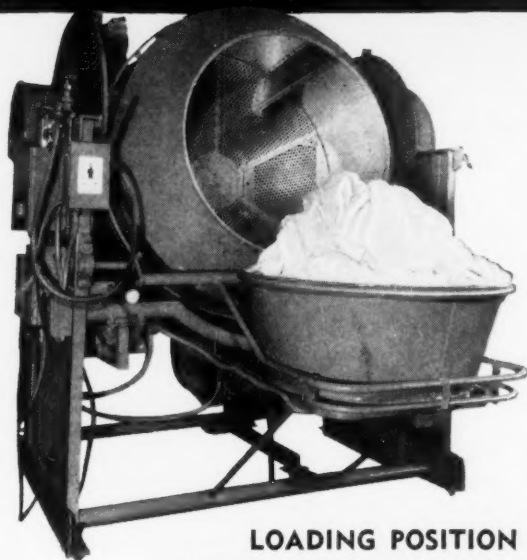


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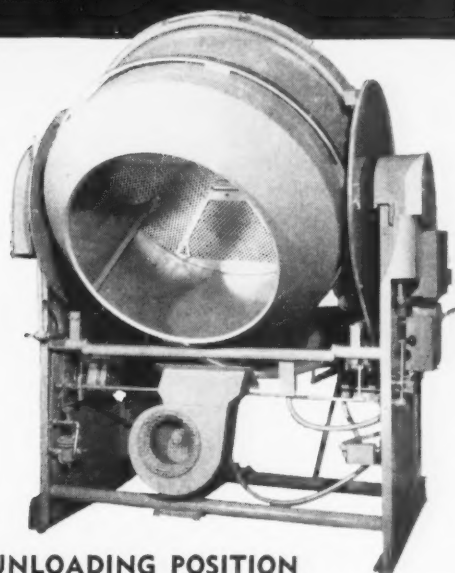
	Issue	Page		Issue	Page		Issue	Page
How To Boost Marker Production	August	12	Super Bleach Tank	July	56	How a Conveyor System Eliminated the Need for a New Building	June	28
How To Increase Plant Capacity	January	32	Table for Extractor Loads	January	56	How Falconer's Doubled Its Volume for the Second Time in 10 Years	March	10
Little Falls Management Offers Solutions to Four Production Problems	April	24	Tie Holders	May	60	How Quick Service Wash Tub Gets the New Market	July	36
New Drive-In Store Includes Push-Button Counter Conveyors	July	8	Timed Extractor Light	May	54	How To Boost Marker Production	August	12
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			To Clean Exhaust Stack	July	58	New Drive-In Store Includes Push-Button Counter Conveyors	July	8
			To Get Off the Ice	February	52	Point-of-Purchase Advertising	April	32
			To Prevent Starch Drip	January	52	Shopping-Center Plant—Southern Style	August	22
			Trapdoor for Chute	June	56			
			Truck Hanger Rods	October	112			
			Truck Light Control	October	112			
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			Tumbler-Exhaust Vents	April	54			
			Two-Faced Bulletin Boards	October	110			
			Under-Tumbler Cleaning	May	60			
			Washer Signals	May	58			
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			Water-Softener Alert	February	52			
			... With Improvements (spray-gun platform)	January	54			
<b>RHAPSODY IN BELLEW</b>			<b>ROUTE SALESMEN</b>			<b>SURVEY</b>		
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For Sport Shirt Touch-Up	April	52	What's Wrong With Laundry Service	December	8			
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Spray-Gun Hoist	September	58						
Spray-Gun Platform	January	54						
Stair Block	June	56						
Storage for Small Items	March	54						



**You'll say "It's amazing...even unbelievable"...  
when you see how the new Purkett 48" "Pre-Dryer"  
conditions flat work and garments**



**LOADING POSITION**  
Handling 50 Lb. Load Easily



**UNLOADING POSITION**  
Shows Powerful Blower

**Especially for the 1-ironer plant where formerly  
only the 72" size was available with Pre-Drying**

**Affectionately called "BIGMOUTH" this equipment . . .**

1. Will keep your ironers working full capacity with improved quality throughout.
2. Removes one gallon additional moisture in 5 minutes tumbling time.
3. Eliminates re-runs by removing excessive moisture and keeping remainder properly distributed.
4. Increases production with less labor by eliminating costly hand shake-out . . . employee fatigue reduced.
5. Pays for investment in 12-18 months.

These and more advantages described in the new file folder on the 48" "BIGMOUTH"  
. . . It's yours for the asking.

**PURKETT'S CONSULTING SERVICE . . .** A Purkett specialized engineer will consult with you on your linen and garment conditioning problems . . . without obligation to you.

*Naturally  
it's a PURKETT*

Purkett equipment is sold by ALL Major Laundry Machinery Manufacturers and by

**PURKETT MANUFACTURING COMPANY**

Joplin, Missouri

**DEPENDABLE PRE-DRYING CONDITIONING TUMBLERS**



## *A Happy and prosperous New Year To Our Readers*



In 1956, business is going to be bigger. Peter B. B. Andrews, this magazine's authoritative forecaster, says so.

However, to get your share of the bigger sales and profits in 1956, it will take more than a rosy outlook. Business won't be "up" unless your effort is "up" too.

So, in wishing you a happy 1956, here's what we'll be doing all through the year to help make it *prosperous*:

1. We'll be continuing to turn out issue after issue of this magazine with *you* in mind, and *you only*. Every article will serve one or more of your real 1956 business needs.
2. We'll be continuing to turn out a magazine that's *timely*, bringing you "how to" information *before you need it*, helping you plan every phase of your operation well in advance.
3. We'll be continuing to turn out a magazine that's *complete*, covering every step in your operation—from ideas and techniques through promotion, advertising and sales.
4. We'll be continuing to turn out a magazine that's *national*, with our editors traveling thousands of miles during the year to bring you the latest and best in success stories, each crammed with money-making ideas you can apply in your own shop.
5. We'll be continuing to turn out a magazine that helps you look to the future; one that—rather than reporting on today's and yesterday's news and developments—*helps you prepare for tomorrow, next month, next year!*

With enough push, 1956 can be the biggest year on record, and we pledge ourselves . . . to do our part . . . in helping you make it so!

## STARCHROOM LAUNDRY JOURNAL

305 East 45th Street, New York 17, N. Y. OREGON 9-4000

*Published by the Business Papers Division of The Reuben H. Donnelley Corporation*



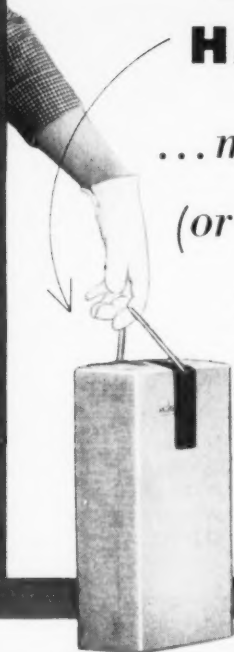
# carry-pack

## HANDLES

*...makes shirts  
(or any package)*

*easy to carry*

*...saves you time and money, too!*



### HERE'S HOW IT WORKS:

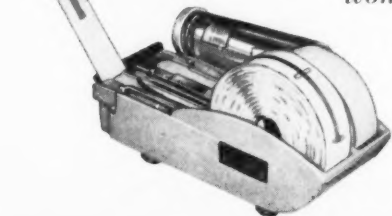
*Just tear off a handle and  
apply to bag, package or box!*

*Carry-Pack is **SUPER STRONG**,*

*won't slip,*

*slack or*

*cut your  
hand!*



**TRY THEM FREE FOR 10 DAYS! MAIL THIS COUPON NOW!**

### HERE'S HOW IT SAVES:

- \* Costs as little as ½¢! (less than string)
- \* Takes less than 6 seconds to use!
- \* Eliminates expensive string & wasted paper!
- \* Dispensers are loaned, at no charge!

**CARRY-PACK COMPANY, LTD., SCHILLER PARK, ILLINOIS**

Gentlemen:

\_\_\_\_\_ Please arrange for a free, 10 day trial.

\_\_\_\_\_ Please send me literature and samples.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

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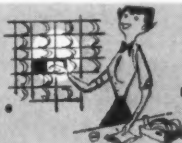
CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

**CARRY-PACK HANDLES**

***easy to work with...***



***easy to take with!***







**Headliners** at Connecticut Conference include, left to right: Robert Ross; Harry Cooper; A. J. Alexander, sergeant-at-arms; Congressman Thomas E. Dodd; George Grasser, president of the Association; Arthur Stevens, AIL district director; Betty Best and J. Leonard Schorr

## Nutmeg Conference Thaws Snows

A SNOW STORM nearly snuffed out the Fall Conference of The Connecticut Launderers & Cleaners Association, Inc., at the Statler Hotel in Hartford, Connecticut, December 2 and 3. But a respite in the weather brought out an audience of some 100 persons for the final day's program.

Those who attended were well rewarded. They heard an excellent bank of speakers and had a good time, too.

A Get-Together party marked the program opening the first evening. This was followed by a banquet at which William M. Savitt, president of Savitt's, Inc., Hartford, gave an inspiring talk on "The Value of a Customer." Mr. Savitt, who is well-known for his promotional activities as a retail jeweler and radio-station owner, singled out competition as the greatest asset a businessman has and then told why customers "should be treated like human beings."

At the second day's meeting, the assembly heard Congressman Thomas E. Dodd (Democrat: Connecticut) describe in a frank, statesmanlike manner what was likely to happen in the next session of Congress. He foresaw many bitter party struggles in an election year, little prospect for tax reduction, extended Social Security coverage, the stepping up of military and air power, and a gloomy prospect for

international peace. Summing up, he viewed the present as "a period of unprecedented prosperity as well as a period of unprecedented peril."

J. Leonard Schorr of Feigenbaum & Werman Advertising Agency, Philadelphia, described the history of the Betty Best TV campaign and then bowed out while the Philadelphia Betty described her functions and gave examples of typical spot commercials she gave on TV. During the course of this presentation it was revealed that one survey showed only 10.9 percent of the public uses professional laundry service.

Robert M. Ross, R. R. Street & Company, Inc., Chicago, pointed out the advantages of a drycleaning sideline in his speech, "Let's Look at the Record." The record revealed 1 $\frac{3}{4}$

billion dollars were spent on drycleaning last year, and that the drycleaning business ranked well near the bottom of the list as far as the number of business failures was concerned.

Harry G. Cooper, The Prosperity Company, Syracuse, New York, gave an interesting slide-illustrated talk entitled, "From Revolution to Evolution in the Textile Maintenance Industry." In it he cited these three developments as the trend for the industry: (1) retail operation, (2) fast service, (3) one-stop shop.

The Town Meeting, a regularly scheduled feature of the Connecticut Conferences which gives the members the opportunity to discuss any and all problems of the moment, concluded the business program.

—Henry Mozdzer



**Conferees** turned out 100 strong for two-day session at Hartford, Connecticut

## LAUNDRY BUSINESS TRENDS

### New York

four weeks ended

Nov. 26—1.2% more than last year

M. R. Weiser & Co., New York

### New Jersey

four weeks ended

Nov. 26—2.7% more than last year

M. R. Weiser & Co., New York

### New England

Nov. 5—4.8% more than last year

Nov. 12—7.8% more than last year

Nov. 19—7.2% more than last year

Nov. 26—7.4% more than last year

Carruthers & Co., Boston

### Southeast

Oct.—11% more than last year

J. R. Wilson & Co., Atlanta

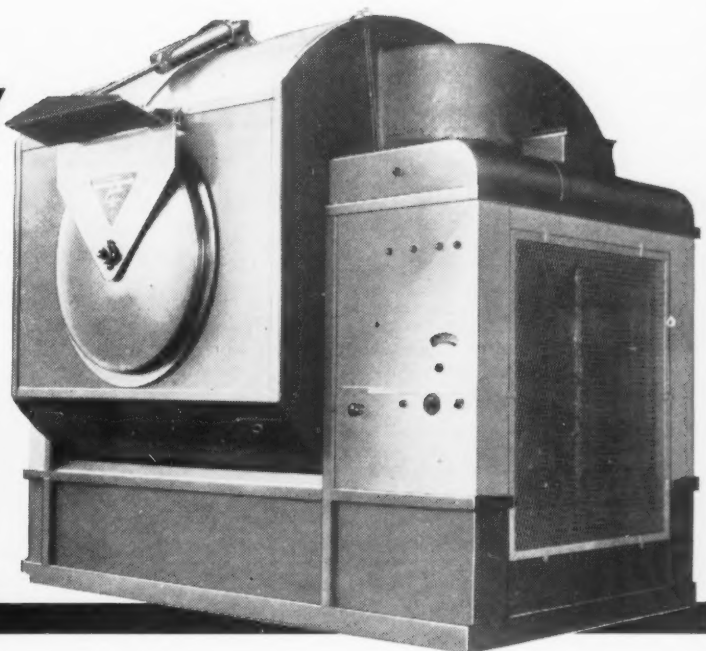


# The CHALLENGE-GRANTHAM TUMBLER

## AUTOMATICALLY

*dries 800 lbs. per hour...  
conditions 2400 lbs. per hour...*

**speeding up  
entire  
plant  
output!**



*The revolutionary new Challenge-Grantham Tumbler "automates" the entire drying and conditioning operation, because it...*

- Brings 100% automatic precision and money-saving efficiency to the whole job.
- Provides "push-button" control; one man does the work of three!
- Loads and unloads in less than 30 seconds.
- Releases 50 H.P. of boiler load (being gas or oil-fired) ... increasing hot water supply to washers, steam supply to ironers.
- Doubles output of ironers. Saves space, steam, labor, money!

Wherever laundry production consists of large commercial lots, the C-G Tumbler takes 200 lbs. (dry weight) per load ... dries and unloads it in 15 minutes ... 800 lbs. per hour!

The C-G Tumbler replaces the break-up or shake-out tumblers, as well as the drying tumblers. Handling is substantially reduced. One C-G unit requires only five minutes of operator time per hour!

Many plants speed up ironers 50% by C-G tumbling loads for only six minutes. The C-G Tumbler quickly breaks up cakes from hydraulic extractors, and breaks down moisture retention in a few minutes to the point where work can flow through to ironers at the faster rate.

This ironing speed-up is saving up to \$200 a week in plants buying the C-G Tumbler on monthly payments of \$200 or less!

A trained Representative will gladly give you the complete story in terms of your specific operations. Write today.

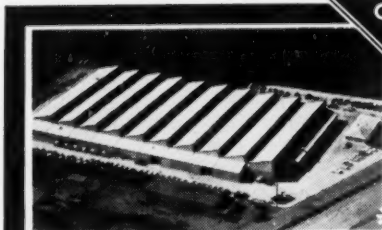
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**The AMERICAN LAUNDRY MACHINERY CO.**  
Sales and Service In All Principal Cities



**CHALLENGE MANUFACTURING CO.**

7400 East Bandini Blvd., Los Angeles 22, California

Telephone: RAymond 3-1301





# Laundry News Notes



**NEW YORK, N. Y.**—The November meeting of the Metropolitan Institutional Laundry Managers was held at the Roosevelt Hospital. Peter B. Terenzio, executive vice-president of the hospital, spoke on "The Administrator Looks at His Laundry Manager." The following officers were elected for the coming year: Frank Sepowski, Lebanon Hospital, president; Robert R. Martin, Roosevelt Hospital, vice-president; Christine Marino, Abraham & Straus, secretary, and Frank Jackson, Veterans Administration Hospital, treasurer.

**JERSEY CITY, N. J.**—Dr. Abraham D. Hirsch, president of Standard Laundry, received the Golden Deeds' award from the Jersey City Exchange Club recently. The award, given for outstanding civic and philanthropic work, was presented by Edward Mestin, committee chairman.

**SAINT JOHN, N. B., CANADA** — Kenneth R. Holt was appointed vice-president of New System Laundry and Cleaners, Ltd., at a meeting of the firm's board of directors. Emery E. Henderson was named a director.

**PORTLAND, ME.**—Walter L. Spallholz, general manager, Universal Laundry, Inc., spoke at regional clinic of the National Linen Supply Association at the Belmont Plaza Hotel, New York, N. Y., recently. His subject was "Practical Application of Public Relations to Our Sales Program." Mr. Spallholz is a member of the association's sales promotion committee.

**NEW HAVEN, CONN.**—At a recent meeting of stockholders of Nonpareil Laundry Co., 275 Blatchley Ave., the following officers were elected: Mrs. Genevieve Beauton Tiernan, president; Robert J. Tiernan, Jr., vice-president; Joseph DiSesa, secretary, and Miss Catherine V. Cannon, treasurer.

**ENGLEWOOD, N. J.**—Mayor W. Gerould Clark, Jr., officiated at the grand opening recently held at Everclean Laundromat, located on West St. Mr. and Mrs. Adib Bestani, operators, also have a store in Guttenberg.

**KINGSTON, N. Y.**—Richard M. Kalish has announced plans to open a laundromat in the Byrne Memorials Bldg., 525 Broadway. Mr. Kalish, who operates

the Kingston Laundry, acquired the Lovejoy Laundromat, Inc., 726 Broadway, last February. It is managed by Linus Quinn.

**PATERSON, N. J.**—Six new members were admitted recently to the 25-Year Club of Little Falls Laundry at the firm's fourth annual dinner. Members of the laundry acting as hosts were: Nicholas, Samuel and George N. Vander May, Russell Van Tatenhove and Robert V. Archibald.



**VENICE, CALIF.**—Notice has been filed of the intended sale of Venice Self-Service Laundry, 43 N. Venice Blvd., by Daniel B. Ustich to Herbert B. Wooden and Dennis Ray Powell.

**PARIS, TEX.**—City Steam Laundry, 534 Lamar Ave., has been announced winner of the fifth periodical Gold Seal of Progress Award presented by the Civic Planning and Improvement Committee of the Chamber of Commerce. The firm recently completed an extensive program of plant remodeling.

**SOUTH PASADENA, CALIF.**—L & M Laundromat has been opened at 1009 Fair Oaks Ave. by Larry and Mildred McBride.

**EUREKA, CALIF.**—Motel Laundry has been opened at 1134 Fifth St. by Paul Pinochi and Co.

**SACRAMENTO, CALIF.**—Red Star Industrial Service has opened a branch at 1409 R St. Other Red Star plants are in San Jose, Fresno and South San Francisco.

**GLENDALE, CALIF.**—Notice has been filed of the intended sale of Laundorium, 4502 San Fernando Rd., by N. William Berk to Edward D. Torrence.

**BAKERSFIELD, CALIF.**—Crystal Laundry and Linen Supply has been opened at 820 Tulare St. by Robert O. McCoy.

**OKLAHOMA CITY, OKLA.**—A. O. Patterson and his two sons, Frank and Jack, have announced plans to open Patterson Laundry, 6509 N. May.

**TALIHINA, OKLA.**—Mr. and Mrs. Jack Palmer have moved Talihina Laun-

dry to a newly renovated building, and are adding several pieces of new equipment.

**LOS ANGELES, CALIF.**—Notice has been filed of the intended sale of Parkview Launderette, 2329 W. 11th St., by Charles and Blanche Meinkey to Floyd and Rosemary Straw.



**MINOT, N. D.**—City Laundry has been opened at 203 Third Ave., S. E., by Leo Doyle and Claude Dillon.

**SEATTLE, WASH.**—Overall Laundry, 1300 John St., plans to add a two-story wing, 60 by 112 feet, at an estimated cost of \$75,000.

**BOISE, IDAHO**—Owners Park Tyler and Bob Magstadt have added a dry-cleaning service at Idaho Laundry, 516 S. Eighth St.

**WINNIPEG, MAN., CAN.**—New Method Laundry, 589 Portage, was damaged by fire recently.



**BARRINGTON, ILL.**—Donald Harris of Barrington Laundromat has announced purchase of property on the north side of Northwest Highway west of Prospect Ave., where he plans to erect a drive-in laundromat.

**CHICAGO, ILL.**—A change of name has been announced for Kline's Laundry, 5508 Dorchester. The firm will be known as Cash and Carry.

**WHITING, IND.**—At a recent meeting of the Calumet Institute of Laundering, Inc., Samuel P. Kupperman, Hammond, was reelected president; George E. Foley, Gary, vice-president, and Arthur M. Lebo, treasurer. Members of the new board of directors are: Julius I.



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**CHICAGO, ILL.**—A grand opening was held recently at Manhattan Laundry and Dry Cleaners, 5530 Cermak Rd., to celebrate completion of its modernization and expansion program. William Zimmerman is the manager.

**MARQUETTE, MICH.**—Construction is under way on a new laundry building at St. Luke's Hospital, which is expected to be completed about February 1.

**KANKAKEE, ILL.**—Domestic Services, 196 N. Dearborn Ave., has marked its fiftieth anniversary by opening a third unit in the new Meadowview Shopping Center, to be known as Domestic's Laundryette.

**COLUMBIA, MO.** — Dorn-Cloney Laundry and Dry Cleaning Co., 107 S. Eighth St., has opened a new drive-in at 706 Cherry St.

**ROSEMOOR, ILL.**—Guy Calabrese has opened Gay Drive-In Laundromat, 103rd and Forest.

**COUNCIL BLUFFS, IOWA**—A grand opening was held recently at Brown's Automatic Laundry, 2828 W. Broadway, by Henry Brown. The firm was previously located at 1501 W. Broadway.

**CHICAGO, ILL.** — Quick Service Laundry has been opened at 1621 E. 55th St., by Don Anderson.

**FAIRMONT, MINN.**—Mr. and Mrs. Verl Cole have purchased property at 406 N. State St. along Highway 15, which will be the new headquarters of Wash 'N Shop.

**EVANSTON, ILL.**—Chicago Avenue One-Stop Launderette has been opened at 1616 Chicago, under the management of Earl Hinze.

**SHEBOYGAN, WIS.**—Excelsior Laundry and Dry Cleaners has opened a branch in the new North Gate Shopping Center. The firm's main plant is located at 1113 Georgia Ave.

**BLUE EARTH, MINN.**—J. H. Callahan and Ambrose Thillman have sold their interests in the operation of Modern Laundry and Dry Cleaners to Darrell Nave.



**NORTH MIAMI BEACH, FLA.** — Mr. and Mrs. Mac Horowitz are the new owners of Miami Beach Laundromat, 1220 N. E. 163rd St.

**CULLMAN, ALA.** — Mr. and Mrs. Odell Newman have announced plans to open Newman's Laundry on Main St.

**LARGO, FLA.**—Largo Laundry and Cleaners, formerly Largo Steam Laundry, is now located in its new building at 40 N. Clearwater Rd. Mr. and Mrs. Mike Rosende are the owners of the business, formerly located at 103 First Ave., S. W.

**WASHINGTON, D. C.** — At the twenty-third annual convention of the Institute of Industrial Launderers, Herman Fineberg, Iron City Industrial Cleaning Corp., 6640 Frankstown Ave., Pittsburgh, Pa., was reelected president, and Charles E. Humphrey, Mechanics Laundry Co., 2244 W. Warren, Detroit, Mich., reelected treasurer.

**DURHAM, N. C.**—Rite-Way Laundry and Dry Cleaners has opened a drycleaning plant, it was announced by James Gregory, partner.

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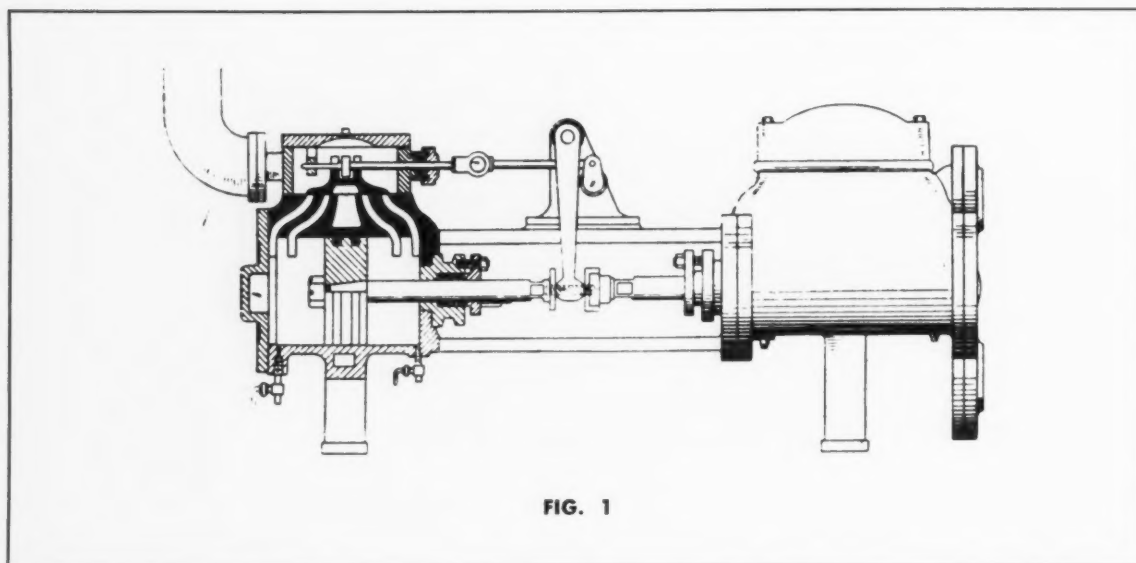


FIG. 1

# How To Overhaul A Duplex Pump

By JOSEPH C. McCABE

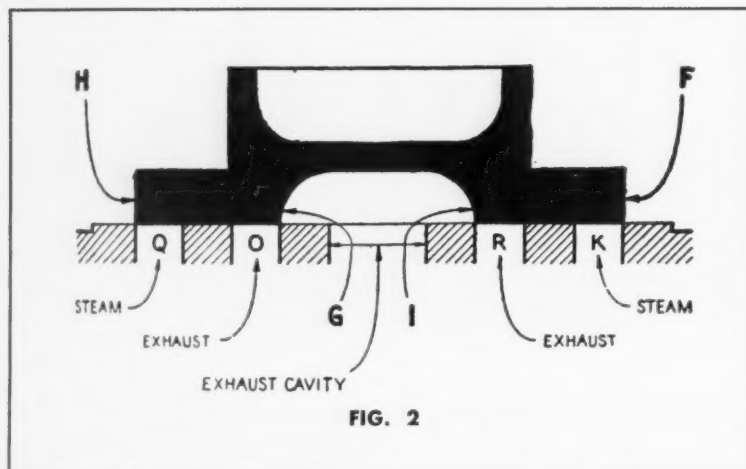


FIG. 2

THE LONG REVERED steam duplex pump typically serves its owners a generation and more. It is the most reliable of the steam-driven pump designs and can almost be said to never stop except under the most extraordinary circumstances. The major objection to it is that it is prone to waste steam and hence its upkeep should be a closely scheduled operation. One of the big drawbacks to such a close scheduling is the lack of knowledge among younger operating engineers on the steps to take in maintaining a duplex pump.

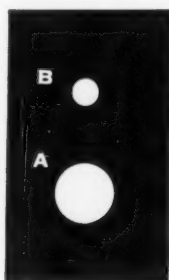
**Figure 1.** A duplex pump is, by definition, a combination of two pumps arranged side by side and so connected that the piston rod of one pump, making its stroke, acts through a simple mechanism to move the valve that admits steam to the cylinder of the other. After that it finishes its stroke and waits for its own steam valve to be acted upon by the movement of the piston of the other side before it can make its own return stroke.

The major advantage of this long-winded operation is that the duplex

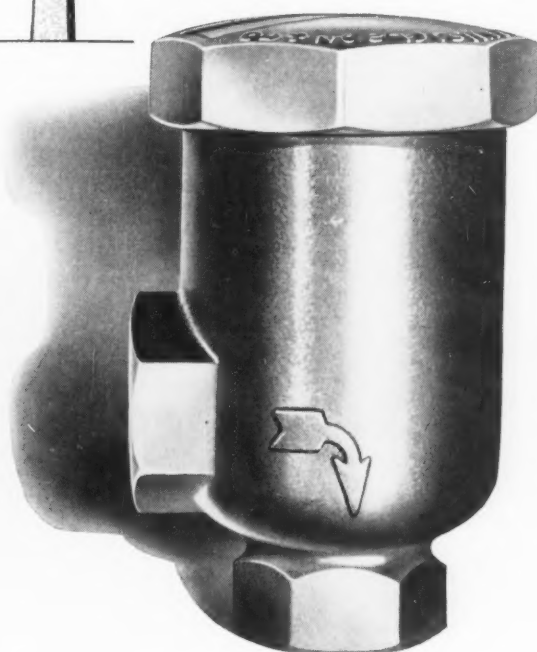


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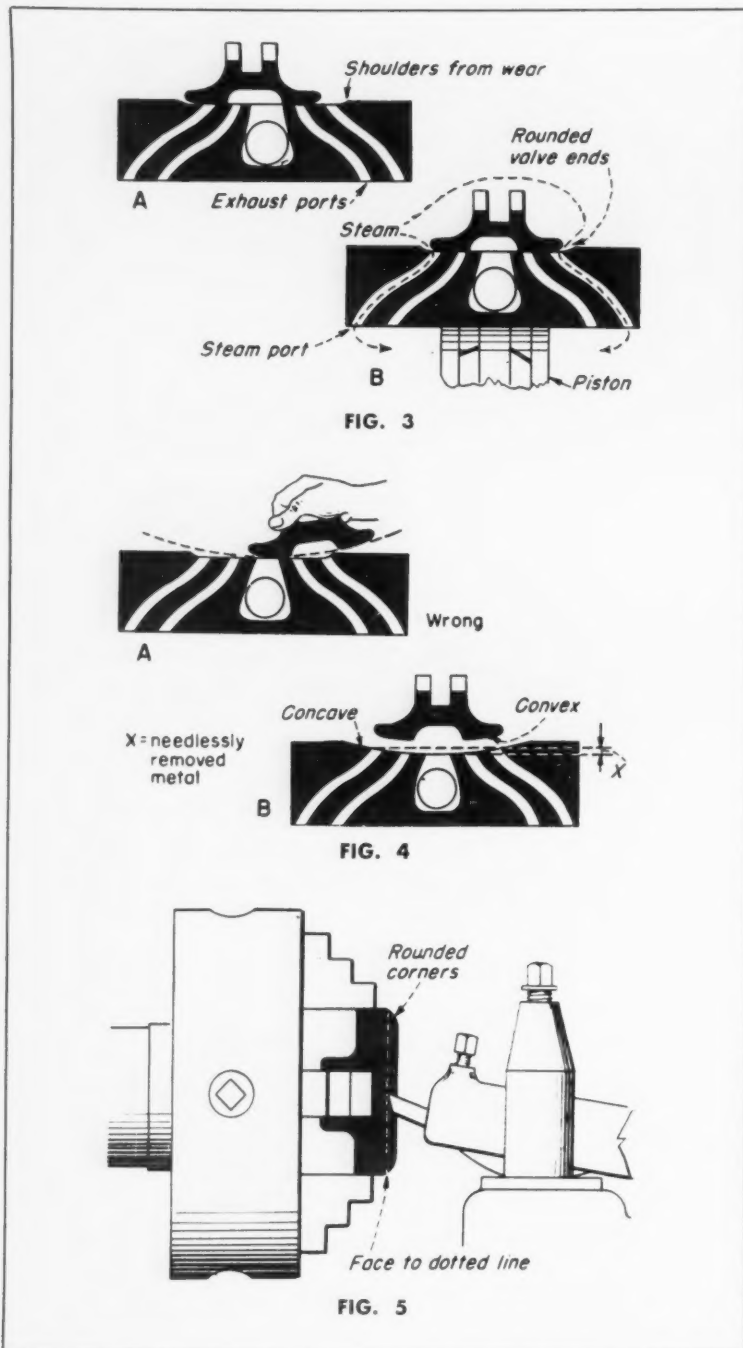
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pump has no dead point at any stage of its stroke. And the reason is that one or the other of the steam ports is always open.

**Figure 2** illustrates the various parts in a duplex pump. There are separate steam and exhaust passages as well as a central exhaust cavity. The passages Q and K nearest the ends are steam

passages. The inner passages O and R are for exhaust. These inner passages are covered or closed by the piston just before the end of the stroke whereby a portion of the exhaust steam is compressed and made to act as a cushion between the piston and the cylinder head. This prevents the piston from striking the cylinder heads when the pump is operating at high speed.



When a reliable workhorse like the duplex pump shuts down after long years of operation it will probably profit from a general overhaul. But specifically the valve chest is the major point of overhaul.

In the following we have laid out step by step the procedures to follow in this repair. The parts involved are rugged and there is no delicate work that would put this repair beyond the average operating man's ability. Let's go through the repair and this statement, we believe, will be borne out.

**Figure 3.** Here a form of valve chest wear is pictured. You will note that the slide valve has worn away the face metal to where shoulders have been formed at the end of the valve trouble. Similarly the slide valve itself from riding over these shoulders has been shaped at its outer edges to fit the new valve chest shoulders. The result is that the steam can enter the steam cylinder of Fig. 1 before the piston stroke is completed. This new steam opposes the forward motion of the piston and the pump comes to a halt.

**Figure 4.** When it comes to correcting for this condition never grind the slide valves against the valve chest with the idea in mind of smoothing out the valve chest. Grinding makes the chest face concave and the valve itself convex. The illustrations A and B of Fig. 4 show the problem and picture how much of the metal can be ground away needlessly with such a repair.

**Figure 5.** How then do you go about a correct repair of this condition? The right way is to remove the sliding valve and place it in a chuck lathe, as shown in the illustration. You then face down the valve base until the rounded corners are machined away. Use a good pointed tool for the bigger cuts and a blunt tool to smooth off the finished facing.

**Figure 6.** The valve chest itself can be handled with a good file. If the shoulders are light, scrape them away with a regular scraper. If the shoulders appear heavy we recommend a 12-inch mill bastard file. First you chalk the file but make certain never to let your fingers rub the cutting edge or it will slide.

**Figure 7.** While we're on it, filing, as you probably know, is an art. A good mechanic can file a valve-chest face



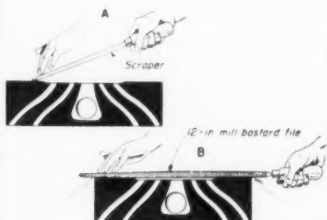


FIG. 6

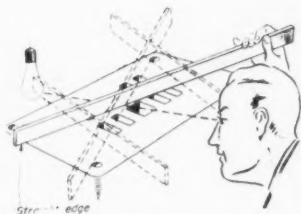


FIG. 7

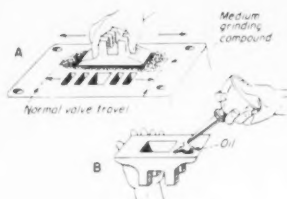


FIG. 8

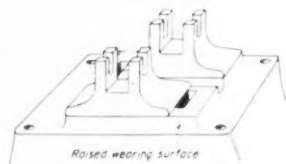
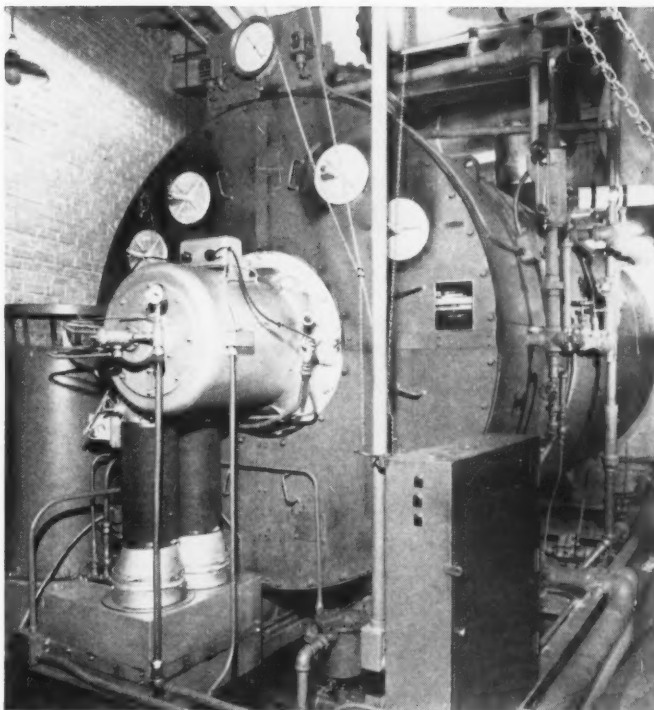


FIG. 9

perfectly level by checking progress with a straightedge as shown in the diagram. You continue filing only the high spots the straightedge reveals until no light shines under the bottom.

**Figure 8.** After the valve-chest is finished, level it off with a single-cut smooth file. In a similar manner when the valves have been faced in the lathe, grind them as shown in the diagram with a medium grinding compound as in A. After that remove the compound and give valve and valve-chest an "oil-rub" for the finish.  
(Continued on page 78)



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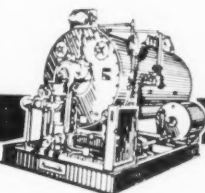
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(Continued from page 77)

**Figure 9.** Every so often you see steam duplex pumps employing slide valves that have raised faces as shown in Fig. 9. In this design, since the valve travels to the end of the raised surface, no shoulders form. A sticky-acting duplex pump of this design would only need a light grinding on the valve-chest and valve faces very much like the finishing operations depicted in Fig. 8.

**Figure 10.** As a result of the good operating life designs such as Fig. 9 enjoy we have seen operators finish off a valve-chest repair job by cutting grooves about  $\frac{1}{4}$  inch wide and  $\frac{1}{16}$  inch deep in the valve chest at about the end of the valve travel. This gives, of course, a raised valve surface

effect. This avoids shoulders and hence saves the valve itself from hitting these shoulders thereby assuring a full pump stroke.

**Figure 11.** When old pumps are faced, often the steam channels are shortened and valve cut-off and admission can be affected. The procedure then is to make up what the operators call a false face. It consists of a plate of cast iron  $\frac{1}{2}$  inch or so thick fastened with flathead screws on a gasket like that shown in Fig. 11.

**Figure 12.** As you might expect, the same problem can develop with the valve. We have seen D-valves lengthened by attaching cast-iron pieces as portrayed in Fig. 12. This particular operation was designed to make the D-valve

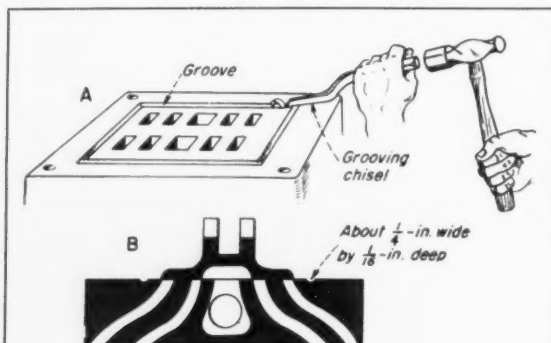


FIG. 10

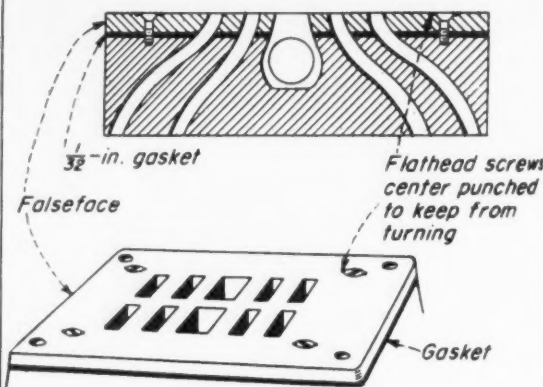


FIG. 11

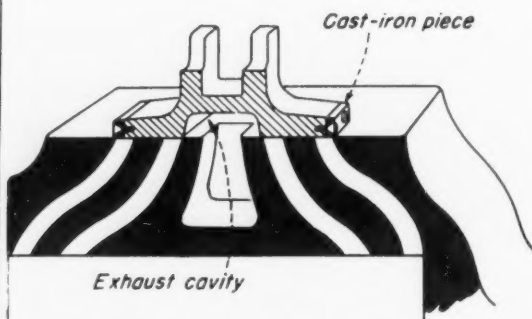


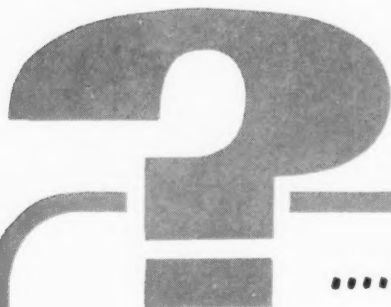
FIG. 12

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long enough to cover the outside steam port edges.

and tap for round head screws (C, Fig. 13).

**Figure 13.** There is a rather special difficulty that comes along with a worn-down valve. As the valve wears down the valve stem nut (A of Fig. 13) tends to back away (B in Fig. 13). To hold this nut securely drill

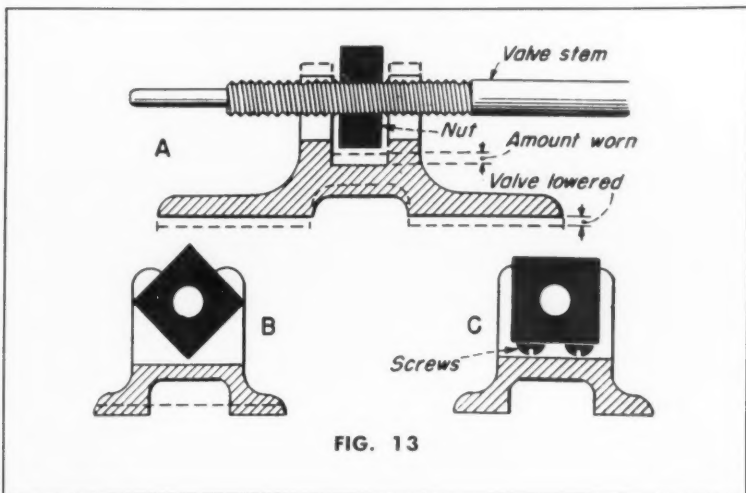
The above step-by-step procedure gives effective maintenance to the valve and valve chest of the steam duplex pump. Such an overhaul need be done only at widely spaced intervals. But it pays. □□

### Institutional Textile Standards

Specifications for institutional textiles have been approved as American Standards, according to an announcement by Vice-Admiral George F. Hussey, Jr., managing director of the American Standards Association. The new American Standards cover furnishings such as bedspreads and upholstery, utilities such as bath mats, towels and shower curtains, and uniforms and work clothes.

Admiral Hussey stated in announcing ASA's approval: "These standards provide a set of test methods to establish the minimum performance requirements for institutional textiles. They are purely functional and do not in any way restrict fashions or styles. Nothing in these requirements keeps a manufacturer from adding a 'plus factor' to his goods."

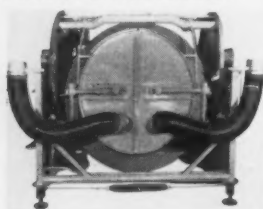
Clifford Gilliam, chairman of the Research Committee of the American Hotel Association and chairman of the committee which developed the standards, pointed out: "These standards, the first national standards for performance of institutional fabrics and products, will be of great assistance to both wholesale distributors of textiles and buyers for hotels, restaurants, educational and other institutions."





# NEW PRODUCTS and LITERATURE

## Purkett 72-Inch Tumbler



Purkett Mfg. Co., Joplin, Mo., has announced the introduction of a new improved 72-inch pre-drying conditioning tumbler that is said to have the following features: a 12-ring coil producing 35 percent more heating surface (optional to those wanting more heat than produced with the 9-ring coil); a larger (5-inch) blower; two 8-inch vents (optional or the regular perforated doors may be designated) for eliminating the moisture and lint menace.

Tests have shown that with the new unit, 20 percent of the moisture content is removed in 5 minutes tumbling time, the company reports. Power tests at the boiler have shown that only 7 boiler hp. is used in its operation. Literature is available from Purkett on request.

## New Spence Bulletin

Spence Engineering Co., Inc., Walden, N. Y., is offering a four-page bulletin describing several types of solenoid pilots for use with Spence regulating valves.

The bulletin lists reasons for

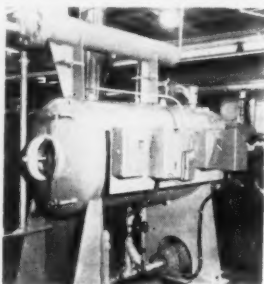
## YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letter-head. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

economies in on-off control, describes applications and gives type of pilot, material of construction, maximum pressure and maximum temperature for two- and three-way pilots in steam, air, gas and liquid service. Schematic diagrams of typical applications are also offered.

Copies of the bulletin are available from the company.

## P-K Boiler Return System



The Patterson-Kelley Co., Inc., East Stroudsburg, Pa., has designed a new packaged boiler return system that utilizes heat energy from high-pressure condensate to preheat incoming water for processing. Recapturing this heat, which might otherwise be lost in steam flashing off, saves on steam and fuel costs. The packaged unit also reheats condensate, plus make-up water, to near steaming temperature and returns it to the boiler.

Comprised of a condensate cooler and receiver, feedwater heater, and all controls, plus pumps, piping and accessories, the new p-k unit comes completely packaged, ready to be set up and piped to steam, condensate and water lines. The condensate cooler is an integral part of the condensate receiver. The closed boiler feedwater heater is mounted atop the receiver. Accessories are furnished completely assembled. Piping and power connections are all that are required before starting operation.

Capacities of the p-k boiler

return systems vary with the size. The new packaged systems are furnished in 11 sizes, ranging from 30 to 300 boiler hp. Larger capacities are also available.

Dual or single pump operation is possible. Controls are mounted on a panel board on the side of the receiver at a convenient height for easy inspection and operation. The pump is activated by remote boiler-water-level controls. The automatic feedwater valve is electronically controlled.

## Eclipse Bulletin

Eclipse Fuel Engineering Co., Rockford, Ill., has published Bulletin No. A-1041 which contains complete information on the new "Red Band" line of Scotch-type steam boiler plants.

All the various features of this line of packaged boilers are presented in this bulletin that tells how the unit is ready to produce steam as shipped from the factory, with just the need to hook up electricity, steam, water and fuel lines. The complete range of sizes is pictured from the 12 hp. unit to the 125 hp. boiler. Operating characteristics of the gas, oil and gas-oil burners are discussed along with recommendations for application of the new units. Copies of the new bulletin may be obtained free of charge from the company.

## Dage Remote-Control TV

Closed-circuit TV installations in cleaning and laundering plants can now be remote-controlled to provide operator safety in hazardous locations, assure undetected operation in surveillance work and permit quick and accurate viewing of widely spaced objectives, according to Dage Television Division, Thompson Products, Inc., Michigan City, Ind.

The "285-A Servo System" includes a multilens TV camera entirely directed by a separate monitor-console. Any function of the TV camera can be achieved by the turning of an appropriate knob on the console. A built-in "memory" in the control console also makes it possible to automatically point the camera in up to three different preset directions simply by pushing a button.

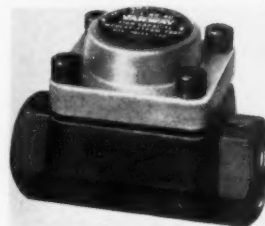
The TV system and its accessories are described in a detailed brochure available from Dept. MJ, Dage Television Division, Thompson Products, Inc., Michigan City, Ind.

## Blair Hunt Scale Kart



Blair Hunt Company, 134 McDonald Ave., Albertville, Ala., is offering its new legal-for-trade Scale Kart along with its complete line of mobile equipment. The scale kart uses a 100-pound Detecto scale and is especially useful for quick-service laundry that is sold by weight.

## Yarway Impulse Steam Trap



Yarnall-Waring Company has added to its line of impulse steam traps a new No. 40 Series, specially designed with high capacity to handle heavy condensate loads. Capacities are approximately two to three times that of the same size standard No. 60 Series Yarway impulse steam traps.

Outstanding features include high capacity at all pressures up to 600 pounds, complete stainless-steel body and internal parts, excellent low-pressure operation (no orifice change or adjustment is required 0 to 600 pounds), steam temperature condensate discharge characteristics, freeze-proof operation against back pressure up to 50 percent, especially suited for applications where dirt and scale are a problem.

Typical applications of the Series 40 are on unit heaters,





Dow Sodium Orthosilicate  
cleaning compound is the soap builder  
that gets work clothes cleaner and

## BRINGS THE BIG BUNDLES BACK

The big bundles of extra-dirty work clothes come back time after time to the laundry that gets them clean with economical efficiency. And load after load, Dow Sodium Orthosilicate does this tough job while saving soap costs . . . because even greasy, grimy mechanics' shirts and plumbers' overalls wash *cleaner* in a *single* cycle. Dow Sodium Orthosilicate can be used alone on the break to remove heavy soil *before* the soap solution is

added. Its high alkalinity neutralizes soil acids. It *keeps* insolubles in suspension . . . and this fine soap builder rinses easily from all garments.

For heavy-duty effectiveness at greater savings . . . call the nearest Dow sales office today for the name and address of *your* Sodium Orthosilicate distributor, or write directly to THE DOW CHEMICAL COMPANY, Dept. AL 3661-4, Midland, Michigan.

*you can depend on* DOW CHEMICALS





# here's a money back guarantee

Because we know that **LONG-LIFE APRON CLOTHS** from Tingle's Gold Line of Quality Laundry Fabrics will outwear conventional Duck by over 20%, we make this double-your-money-back guarantee:

"Order today with the understanding that **LOGLIFE APRONS** (cloth finish) will give you a better finish and a lower cost per day of operation, or, we will refund double the difference between our invoice and the current price of the apron you are replacing."

**LOGLIFE** and extra Heavy **LOGLIFE** are made from longer, stronger staple cotton spun into multi-ply yarn and woven on the world's heaviest looms in the Tingle, Brown Atlanta Mill. That is why we can make this guarantee—you risk nothing! **LOGLIFE**—20% longer service with less stretch and fabric impression!

Woven in conventional widths, from 50" to 124".



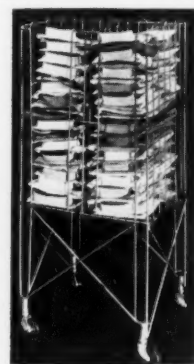
**Tingle, Brown & Company**

1745 CARTER AVENUE • NEW YORK 37, N. Y. • CYPRESS 9-8800  
507 BISHOP STREET N.W. • ATLANTA, GA. • ATWOOD 1884  
1227 WABASH AVENUE • CHICAGO 3, ILL. • HARVARD 9-0892  
723 E. WASHINGTON BLVD. • LOS ANGELES, CAL. • RICHMOND 9-6023

heating coils, storage water heaters, kettles, large fuel oil preheaters, driers, evaporators, heat exchangers, etc.

The Series 40 traps are available in 1/2- and 3/4-inch sizes. A 60-day free trial is available without obligation. Write, for trial and Bulletin No. 1746, to Yarnall-Waring Company, Philadelphia 18, Pa.

## Collapsible Shirt Transporter



Bishop David Freeman Co.'s ShirTransports, collapsible to stack out of the way when not in use, are said to outlast canvas trucks and to end costly in-between handling. Constructed of rigid steel rods electro-galvanized to prevent rust, the ShirTransports are available in two sizes: one holds 50 shirts, the other 100 shirts. As shown in the photograph, each section is 10 inches wide, 18 inches long and 30 inches high. The units roll free-and-easy because they are mounted on four swiveling 3-inch Neoprene wheels.

A free copy of the new two-color folder containing how-to-use-it illustrations of ShirTransports is available from the Bishop David Freeman Co., 1600 Foster St., Evanston, Ill.

## New Glover Air Form



Bill Glover, Inc., Kansas City, Mo., has announced the introduction of a new, automatic steam-air form that is said to handle all types of fabrics with speed and perfection. The new air form, together with an offset press and fabric head puffers, gives Glover a complete line of finishing equipment, according to the manufacturer.

Advantages of the new air form, as outlined by Larry Porterfield, sales manager of the Glover Drycleaning Equipment Division, include greater air pressure, air pressure control, automatic steam control, convenient control location, greater size range and an enlarged heat exchanger.

In conjunction with the introduction of this new piece of Glover equipment, Mr. Porterfield will conduct a series of special jobber and customer meetings in which plant layouts, methods and various ways to reduce costs and improve finishing quality will be discussed.

## Gibraltar Grommet Grip



"Grommet Grip" is a new feature for longer laundry net life (patent applied for) offered by Gibraltar Fabrics, Inc., of Brooklyn, N. Y.

Grommet Grip Nets introduce a new method of applying a grommet and washer at each end of the net, thus giving positive protection to the net from the rough and sharp edges of the pins, according to the manufacturer. The washer has a protective reinforcement that prevents the grommet from damaging or separating from the net. The nets can be opened to their full width and take all types of pins.

The new feature does not slow down the pinning operation, but it does require the operator to pin properly, which

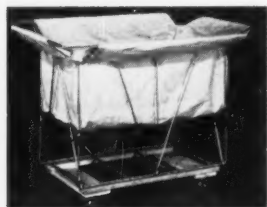
## YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention **STARCHROOM LAUNDRY JOURNAL**.



gives additional life to the nets. Now available as standard equipment on all Gibraltar "New Governor" nylon nets, it can be had on the "Major" and "New Manhattan" nylon nets (in quantities of 12 dozen or more) at slight extra cost.

#### Daniel: Shake-Out Truck



New manufacturing techniques developed by C. R. Daniels, Inc., Daniels, Md., are being utilized in the making of the firm's new shake-out truck. Sizes of the trucks are 47 by 31 by 20 inches and 47 by 37 by 20 inches. The over-all height of both sizes is 34 inches. The truck frame is made of especially tempered light spring steel built to withstand heavy, steady use. It is mounted on easy rolling 3-inch steel swivel wheels.

The liners are made of high-count, closely woven canvas and are easily removed for laundering. They are also available in Glosstex, a heavy plasticized duck that wipes clean and will not snag delicate fabrics, according to the company. Literature and additional information are available from Daniels.

#### New Elgin Heater

New design features incorporating time-proved operating principles are presented in a new Elgin deaerating feedwater heater, according to the Elgin Softener Corporation, 134 N. Grove Ave., Elgin, Ill. In effect, the advantages of five separate pieces of equipment are combined into one unit providing an efficient feedwater heater, feedwater deaerator, make-up storage vessel, make-up control and condensate storage vessel.

Heaters are equipped with overflow and inlet controls, thermometers, pressure gauge, relief valve and other accessories necessary to make a packaged unit. Both vertical and horizontal deaerating heaters are available in capacities ranging from 5,500 to 90,000 pounds per hour.

Bulletin No. 614 describing this equipment is available on request to the company.

#### Washing Formula Chart

Philadelphia Quartz Company is offering a "Washing Formula" chart intended for posting near the washwheel. Printed on 8½-by-11-inch heavy, glossy stock, the poster is designed for the laundry manager to fill in details of the plant's particular washing operations.

Spaces are provided in the chart for writing in ink or crayon specific information including classification, washer number, dry weight, and for each operation water depth, temperature, supplies and quantities and supplies of break and soap solutions.

Punched copies are available by writing on company letterhead to the general offices of the Philadelphia Quartz Company, 1159 Public Ledger Building, Philadelphia 6, Pa.

#### Fur Storage Promotion



A promotion designed to help the fur storage operator stimulate business by direct mail has been created by John Kaye Promotions, 18 E. 11th St., Kansas City, Mo.

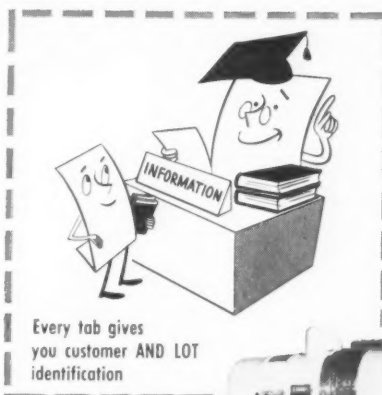
The package consists of a series of eight related mailings of large-size Krome Kote postcards with unusual art work and copy. An eye-catching little character, Muggsy Moth, appears in all eight mailings as an identifying figure. The series, planned for a mailing once a week, is aimed to offer continuous impact on prospective customers. It is available to one firm in each city.

#### Worthington Bulletin

Packaged cooling and heating equipment for homes, stores, shops, offices and industry is the subject of a new bulletin

# Polymark...

the world's finest  
temporary  
marking machine



Every tab gives  
you customer AND LOT  
identification

A complete and proven  
system to give you  
greatest economy,  
ACCURACY and speed in  
every laundry operation

Write for brochure and  
the name of distributor  
nearest you



Polymark Division

## PINNACLE PRODUCTS

CORPORATION

56 Grand Street, White Plains, New York

1515 Gardena Avenue, Glendale, Calif.

Canada—Simmonds Products of Canada, Ltd.

5800 Monkland Avenue, Montreal 28



The **BEST** is  
Always a **BARGAIN**

## Lane Style 52X EXTRACTOR TRUCK



For a long-wearing extractor truck to handle easily the heavy loads from your extractor, insist on the Lane Style 52X. The tough, detachable body, fitted to a strong, resilient frame, will give low-cost, dependable service because of these exclusive Lane features:

- Non-rusting, spring steel frame, cross-braced hardwood bottom, and double riveted construction make a light, strong, long-lived truck.
- Lane quality mildew-resistant duck, specially tanned leather binding, tightly drawn stitches of long-staple cotton, combine for greatest strength and durability.
- Oversize heavy duty roller bearing casters with thread guards.
- In three standard sizes.

To be **SURE** of the best, **INSIST ON**  
**LANE Style 52X Extractor Truck**

Write for information.

1115

Canvas Basket Craftsmen Since 1894

# Lane



W. T. Lane & Bros., Inc., Poughkeepsie, New York

recently issued by Worthington Corporation, Harrison, N. J. Also available are specification sheets for some of the company's new air-cooled line of equipment and the year-round air conditioner with oil-fired furnace.

Featured in the bulletin are the new Worthington gas- or oil-fired year-round air conditioner, the new Flexi-Cool line, and gas-fired heater and boiler, as well as the corporation's air-cooled line of equipment, including the air-cooled condensing unit, remote duct cooling coils and air-cooled condenser.

The 12-page bulletin contains information about features, dimensions and capacities of the various types of heating and cooling equipment, and it is illustrated throughout with attractive sketches that depict the flexibility of installation these units offer.

For copies of the bulletin and specification sheets, write to the Advertising & Sales Promotion Department, Worthington Corporation, Harrison, N. J. For bulletin specify #C-1100-B65. For specification sheets, specify #C-1100-S99 (year-round oil-fired furnace); #C-1100-S103 #C-1100-S102 (air-cooled condenser); #C-1100-S101 (air-cooled condensing unit), and #C-1100-S97 (water-cooled condensing unit).

### Yarnall-Waring Bulletin

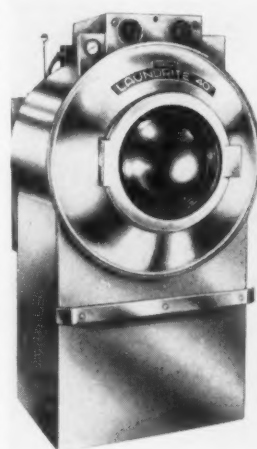
A six-page bulletin with information on steam trapping and piping arrangements for laundry equipment has been issued by the Yarnall-Waring Company, Chestnut Hill, Philadelphia 18, Pa. It contains simplified piping diagrams and steam trap hook-ups for 10 typical pieces of laundry equipment and a selector table to make the choice of the right steam trap an easy job.

Free copies of this steam trap bulletin, designated as Yarway T-5, may be obtained by writing to the company.

### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention **STARCHROOM LAUNDRY JOURNAL**.

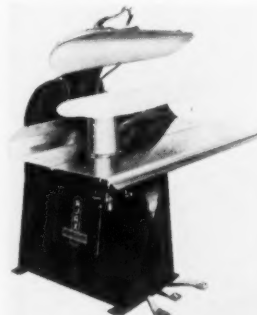
### Troy Laundrite "40"



An additional Laundrite washer model of 40 to 45 pounds capacity has been announced by Troy Laundry Machinery, Division of American Machine and Metals, Inc., East Moline, Ill.

Referred to as the Laundrite "40," the new machine was designed with automatic operation similar to the 25-pound model. Full-range temperature control is provided through a selective thermostatic dial setting. Controls also provide automatic water level and cycle timing as well as dumping, yet they allow any change, at any time, by a turn of the dial. A free bulletin is available on request to the manufacturer.

### Ajax Model J Presses



Ajax Pressing Machine Corp., Salt Lake City, Utah, is now in full production of its new 1956 line of Model "J" air-operated drycleaning presses, restyled in appearance and redesigned in mechanical operation. Nicholas Strike, general sales manager for the company, has announced that all new Ajax presses are being built with an exclusive new design known as "Designed Simplicity." According to Mr.



Strike, over 25 years of research have been spent on the new development which allows for easier and faster operation, more efficient production, lowered training costs and a reduction of maintenance costs.

The new line is available in seven models ranging from a DC-18 mushroom, pants topper, legger, offset shirt press, to three popular utility models. Either steam vacuum or air vacuum can be supplied.

#### National Offers Superex



SAUL S. GOLDSTONE

Saul S. Goldstone, president of the National Pressing Machinery Corporation, 574 Bergen St., Newark 8, N. J., has announced the introduction of the new "Superex" pressing machine and the manufacture of the complete line of foot and air presses for drycleaners, laundries and garment manufacturers.

Mr. Goldstone was formerly associated with a well-known machinery company for over 32 years as sales representative and distributor. National specializes in equipment to do all types of pressing operations, according to its president.

#### New Hagan Booklet

Hagan water softeners for industrial plants, institutions and commercial establishments are described in bulletin MSP-123 just issued by Hagan Corporation, Pittsburgh 30, Pa. Cut-away drawings illustrate the

construction of the softeners and indicate the simple connections by which a softener is fitted into a water system.

#### Freeman 48-Hour Service

Freeman Textile Research Laboratories, 4 Commercial St., Malden 48, Mass., now has facilities for the processing of damaged garments within 48 hours of their receipt at the laboratory, according to an announcement by the company. The textile analysis service is under the personal supervision of Zu Freeman, consultant, author and lecturer in the field of textiles, drycleaning and related research. The new service is offered in recognition of the importance of speed in maintaining good customer relations when customer complaints and claims arise out of damaged garments.

In addition to its analytical department, Freeman has complete drycleaning plant facilities for specialized handling of problem garments and correctional work whenever this is practical. This service is available by direct mail to all plant-owners, allied tradesmen and trade associations.

#### New Lining for MW Tanks

Through the use of a new hot-water-tank lining, known as MW Plasticote, leaky tanks can be reconditioned within a matter of 24 hours and at very little expense, according to Metalweld, Inc. The new lining is said to eliminate the rusty-water problem, prolong the life of such equipment by protecting it against further corrosion and meet all inspection requirements.

Application of this tank lining is made by Metalweld's field crews within a 200-mile radius of the company's plant. Cost is based on the size of the tank, how high the manhole is from the floor and whether it's hot or cold water.

A Plasticote Bulletin and full details are available from Protective Coatings Division, Metalweld, Inc., Abbottsford Ave. & Scotts Lane, Philadelphia 29, Pa.

#### AIL Textile Notes

Another series of textile notes from the American Institute of Laundering is currently being offered to plantowners. Textile notes are accompanied by literature giving suggestions for their use in promoting consumer education and understanding of laundering problems. The current issue takes up the importance of laundering in soft water.

### the E/C Lint Collector:

a **GREAT** product

that speeds up profit!



used by forty-three leading laundries

#### MGR. of TRI-STATE OVERALL SUPPLY States:

"Before we installed your lint collector, we were using a system that was designed by a local concern. We were not satisfied with results we were getting from our Tumblers. After investigating, we decided to install an E/C Lint Collector. Results have been very gratifying, as we have increased our tumbler production about 30%."

(Signed)

Arthur J. Cobb  
Manager, Utica, N. Y.

### WATCH FOR MORE ACTUAL USER STORIES!

#### FEATURES

- E/C Lint Collector removes all lint fast, efficiently, and safely.
- Cuts out tumbler "down time" loss.
- Gives you freedom from fire hazards.
- No guesswork—more net profits.
- Installation in two days; most cases.
- For Full Details, Phone GREGory 3-8462.

Mrs. of specialized Laundry Equipment

FREE Literature On Request

### EASTERN CYCLONE

COMPLETE PLANT ENGINEERING SERVICE

876 Van Houten Ave.

Clifton, New Jersey



# NEWS

from the

# ALLIED TRADES

## Armour Contest Designed To Promote Laundries



A promotion to build new customers for commercial laundries will be launched in February by the manufacturer of Velva-Soft. Armour and Company, in presenting the program to the trade, has termed it a "Profitunity of a lifetime."

The promotion features a contest for a 1956 Studebaker station wagon plus expense money for two years free upkeep. A total of 203 prizes worth more than \$10,000 is offered. Official entry blanks will be available only through the laundry trade, either at the laundry or from the laundry routemen. Contestants need only to complete the statement, in 25 words or less, "I'm glad my laundry uses Velva-Soft because..."

Point-of-sale material for windows, walls, counters and trucks will be made available to commercial laundries. The advertising material will advise consumers to get entry blanks from their laundry.

J. R. Herd, Armour soap division general manager, said in introducing the program, "This powerful promotion is planned just for commercial laundries. It is designed to build prestige and extra business for the laundryman."

L. V. Merrill, sales manager of the Industrial Soap Department, pointed out that contestants must try laundry done the Velva-Soft way to successfully answer the contest question. Mr. Merrill is shown above with model Betty Becker holding the double-page spread in *Life* magazine which will introduce

the contest to consumers throughout the country.

## Kuntz Appointed

The appointment of Duane F. Kuntz as an assistant manager of motor truck sales has been announced by W. C. Schumacher, vice-president and general manager of International Harvester Company's motor truck division.

Mr. Kuntz joined International Harvester in 1926 as a sales trainee at its Detroit, Mich., sales office. He later was manager of the company's Southwest motor truck sales region and was located in the firm's general office in Chicago as a regional manager in 1950.

## Water-Conditioning Plant

The Duquesne Light Co. of Pittsburgh, Pa., has placed a contract with Hungerford & Terry, Inc., Clayton, N. J., for an ultramodern and efficient, fully automatic water-conditioning plant for treating the water at its new nuclear power plant at Shippingport, Pa.

According to Hungerford & Terry, Inc., this will probably be the first full-size stationary nuclear power plant in the world. The water used will be taken from the Ohio River, chemically treated, settled, filtered, softened and demineralized in accordance with the latest advances and improvements in the art of water purification. The final treated water will be superior in quality to multiple-distilled water.

## Buffalo Office for Dow

The Dow Chemical Company, Midland, Mich., has announced the opening of a sales office in downtown Buffalo, N. Y., at 70 Niagara St., to service a territory that covers a substantial part of New York State, extending east to and including Utica. It will also serve a 10-county section of north-west Pennsylvania.

Manager of the office is Eugene L. Martinez who was advanced to the post after nearly 10 years as general chemicals salesman with the company's New York City office. The sales staff includes two chemicals salesmen, Seward H. Mott, Jr., and Gerald L. Mitchell, and four plastics salesmen, Ross D. Visger, plastics supervisor, Robert F. Bunker, Robert S. Crew and Donald W. Ruoff.

compressor of the 50 to 100 hp. size.

## Diamond Staff Changes



C. W. TURNER

Walter R. Roberts, for 20 years manager of silicate sales for Diamond Alkali Company, Cleveland, Ohio, retired December 31, according to John W. Mantz, general manager of Diamond's Silicate, Detergent, Calcium Division.

Succeeding Mr. Roberts is Clifford S. Hancock, manager of calcium carbonate sales for the past seven years, who will continue in this capacity in addition to taking over responsibility for the sale of all Diamond silicate chemicals except detergent silicates, which will now be handled by C. W. Turner, manager of detergent specialty sales.

Mr. Hancock joined the company in 1925 as a clerk in the sales department, was later promoted to secretary-treasurer of a Diamond subsidiary. He became manager of calcium carbonate sales in 1948.

Mr. Turner joined Diamond in 1932 as a laboratory technician, later supervised company sales and service activities in several industries and was appointed manager of specialty sales in 1954.

Mr. Mantz also announced that Kurt Albrecht has joined the detergent section of this division as a research chemist. In this new position, Mr. Albrecht will be concerned principally with development of new detergent formulations, direction of technical service work on metal-cleaning applications of Diamond chemicals, and improvement of analytical techniques.

## Crucible Steel Director

William H. Rea has been elected a director of Crucible Steel Company of America, ac-

## Le Roi Appoints Couch



EDWARD R. COUCH

Jack E. Heuser, general sales manager for Le Roi Division of the Westinghouse Air Brake Co., Milwaukee, Wis., has announced the appointment of Edward R. Couch as manager of stationary compressor sales. His new duties include planning stationary compressor sales, assisting in promoting a strong distributor sales and service program and assisting field personnel on special applications.

Before joining Le Roi in 1954 as an assistant product sales manager, Mr. Couch was with the company's Industrial Products Division which at that time manufactured the stationary compressors now made by Le Roi. His experience with unit-type compressors has aided Le Roi in expanding its sales program of this type of compressor. The firm recently supplemented its unit compressor line with the new S2 stationary compressor, a two-stage, air-cooled, electric-motor-driven





**1/8 INCH OF WEAR CAN ROB YOU OF PROFITS!**

**Packed-down ironer pads increase "go-backs," labor time, cut efficiency, give flat work an ugly, "rough-dry" finish**

Once your ironer pads are compressed until the full roll diameter is less than  $12\frac{3}{8}$  to  $12\frac{1}{16}$  inches, you start losing money. Worse still, you lose more and more as the packing continues. Time costs go up, efficiency and production go down . . . the flat work finish suffers. Result: profits go out the window.

Caliper your ironer rolls regularly . . . and change the padding often enough to keep the full roller diameter between  $12\frac{3}{8}$  and  $12\frac{1}{4}$  inches. At this point, pads have the absorption and buoyancy you need to keep production rolling at a profitable pace . . . to insure a beautiful finish.

**Be sure to use Callaway Double-Filled Cotton Pads** for faster production, for a more beautiful finish.

*Callaway Cotton Pads are:*

*Doubly absorbent \**

*Doubly efficient \**

*Doubly buoyant \**

*Patented \**





your headquarters for

✓ SOUND ENGINEERING SERVICE

✓ RUGGED LAUNDRY EQUIPMENT



**CUMMINGS-LANDAU**  
LAUNDRY MACHINERY CO., INC.

305-17 TEN EYCK ST. • BROOKLYN 6, N.Y. • TEL. HYacinth 7-1616 • Cable Address "CUMLAMAC"

TEAR OUT THIS AD AND  
ATTACH TO YOUR LETTERHEAD

## Want A Better Built Soap?

For better emulsification of dirt and grime in the laundering of all fabrics, Lever supplies a scientifically balanced formula of soaps, softener, alkalies and whitener:



**FORMULA 770—**  
spray-dried to homogeneous, free-flowing beads.

Suds are heavy and full-bodied. Beads may be added dry to the wheel or used with additional builders to meet your own conditions.

For complete information, mail ad to:  
**LEVER BROTHERS COMPANY**  
390 Park Avenue, New York 22, N. Y.

cording to an announcement by William P. Snyder, Jr., chairman of the board. He will fill the unexpired term of the late M. Crouse Klock of Syracuse, N. Y.

Mr. Rea is president of Pittsburgh Business Properties, Inc., and a director of Oliver Iron and Steel Corporation and the Allegheny Conference on Community Development. He is also a trustee of the University of Pittsburgh.

### LCATA Appointment



STEFANIA KARPINSKI

### Dow Solvent Field Service

In a move to keep pace with increasing markets for chlorinated solvents, The Dow Chemical Company, Midland, Mich., has announced the expansion of its customer service program and the appointment of Wallace U. Seiler as supervisor of solvent field service.

Mr. Seiler will coordinate the activities of service men with the various Dow sales offices who assist customers in the proper use of chlorinated solvents in both the drycleaning and industrial cleaning fields. He joined Dow in 1937 and most recently served on the company's technical service and development staff.

Mrs. Stefania Karpinski has been appointed assistant managing director of the Laundry and Cleaners Allied Trades Association, according to an announcement by Rodger R. Jackson, managing director.

Mrs. Karpinski has been affiliated with the organization for the past 16 years. Before joining the LCATA staff, she held temporary positions with *Our Navy* magazine and an educational association.



## American Suggestion-Award Winners



Grand-prize winners in the 1955 suggestion awards competition, conducted among employees of its Cincinnati factory, have been announced by The American Laundry Machinery Company. Awards to the four men submitting the best suggestions and the two men having the largest number of their suggestions accepted during the year were presented by Harry W. Knox, Cincinnati factory manager, in a special ceremony held recently.

Mr. Knox is shown (center) above flanked by winners, left to right: Earl Gaukel, Edward Otting, Joseph Roling, Russell Fox and Anthony Valerius. Mr. Fox, an inspector, won the top award for his suggested change in the method of manufacturing washer guards. Mr. Roling earned the first award for con-

tributing the most accepted suggestions. Mr. Valerius, a stockkeeper, was also a recipient of a prize for having the second highest number of suggestions accepted by the factory committee.

The award winners were selected from the 1,735 suggestions submitted during the first 11 months of 1955. Almost 700 of these were accepted by the company's suggestion committee.

### Canton Stoker Buys Wagener Steam Pump

Canton Stoker Corporation, Canton, Ohio, has purchased the assets of Wagener Steam Pump Company of the same city. An announcement by L. C. Dubs, president of Canton Stoker, and Bernard Schrader,

partner in Wagener, has stated that the manufacture of the pumps will be carried on under the name Wagener-Schrader Pump Division of Canton Stoker Corporation.

The addition of this division will establish Canton Stoker as one of the major suppliers of

boiler-room equipment in this country, according to the company.

In addition to L. C. Dubs, other officers of Canton Stoker are: William I. Zink, vice-president and secretary; Glen T. Dubs, treasurer, and D. J. Sprague, chief engineer.

### Diamond Awards Service Pins to Long-Term Employees



With individual records ranging from one to four decades, 353 employees of Diamond Alkali Company's Painesville (Ohio) Works were cited recently for their long service. The company awarded diamond-shaped pins to these 353

men and women whose combined service with Diamond totals 6,425 man-years, compiled in less than half a century. Seven-way handshake of congratulations is happily exchanged and shared above by (left) John A. Sargent, presi-

**BULLDOG 2 X 2**  
**WOVEN NETS**  
PRINTED & SOLID COLORS



**BULLDOG**  
**BAR - MASTER**  
KNITTED NYLON NETS

**THE**  
**BULLDOG**  
**LINE**

Here's the net that sets the standard in the industry for quality and service . . . Bulldog 2 x 2. Woven on modern looms of the finest heavy duty bright duPont high tenacity nylon, we guarantee it to be the finest net of its kind in the field, without exception.

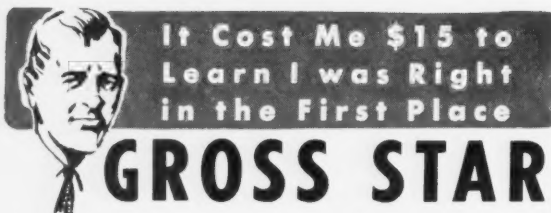
If your laundry is not among those using this long wearing net, call your jobber today and get set for a very pleasant surprise. For you will see in actual operation, in your own plant, how the engineered toughness and fine quality of our Bulldog 2 x 2 result in economies that make it the smartest net buy on the market.

This photo shows the actual net size of our Bulldog Bar-Master net . . . but only a trial, in your own washers will point up the many advantages inherent in the 'slow-knit' method by which they are manufactured in our mill: Scientifically balanced; open knitted for free washing action; preshrunk, will not stretch or 'hour glass' in shape. Expands in width, handles all types of wash safely; Easy on hands and buttons; Easier loading, pinning, washing, loading and sorting. Longer wearing . . . Best dollar for dollar net value in the field.

Your jobber has all sizes and colors in Bulldog Bar-Master nets. Order today.

**X. S. SMITH, INC.**  
RED BANK • NEW JERSEY

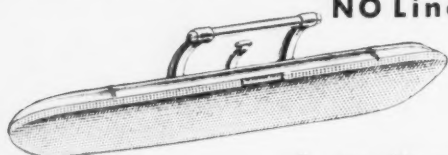




It Cost Me \$15 to  
Learn I was Right  
in the First Place

# GROSS STAR

is the **ONLY** plate that needs  
**NO Liner—**



I have just finished experimenting with my last pressing gadget. And I learned that extra cost does not always mean better performance.

I've gone back to using GROSS STAR Grid Plates on my presses. Perfectly happy. Got a fine finishing job—never a glassed fabric, never a nickel mark, always a dependable finish in fast time.

And it seemed we could hardly wear a plate out—or nick, bend or crack it.

My GROSS STAR at \$16.85 doesn't waste the presser's time. It gives me exactly proper temperatures for speedy pressing without costly gadgets and double talk.

Test a GROSS STAR GRID PLATE against any pressing method you can think of and you'll find out what I found. You can't beat 'em.

★ You'll get  
★ Less if  
★ You pay  
★ More than  
★ **\$16.85**  
★ up to  
★ 46"

★ over 46" — \$21.75  
★ mushroom — \$12.50  
★ FROM YOUR JOBBER

LOOK FOR THIS FAMOUS NAME PLATE

**GROSS STAR GRID PLATE "for Better Pressing"**  
MFD BY L. BEHRSTOCK CO. 1708 S. STATE ST.  
CHICAGO 16, ILLINOIS TEL. DANUBE 6.6022

## Camelforms

**SAVE 1-1/2¢ TO 2¢ PER SHIRT  
ON LAUNDRY PACKAGING**

That's what customers report. That's why more laundries are buying Camelforms in greater quantities every month.

write  
**CAMPBELL BOX & TAG COMPANY**  
Main & Storch Streets • South Bend 23, Indiana  
or your laundry supply jobber.

dent of the company, and six 40-year employees of its Painesville Works, left to right: Nicholas Zavore, F. C. Quick, John Braski, S. L. Andrews, Camillo Evangelista and Hugo Torre.

The group honored at the annual service-award citation banquet this year marked the largest number of Diamond employees at Painesville ever to be cited at one time.

### Wyandotte J. B. Ford Division Assignments



JOSEPH STARRS



LLOYD B. MACMILLAN

W. B. Appleby, manager of the laundry and textile department, J. B. Ford Division, Wyandotte Chemicals Corporation, has announced the assignments of the following sales-service representatives:

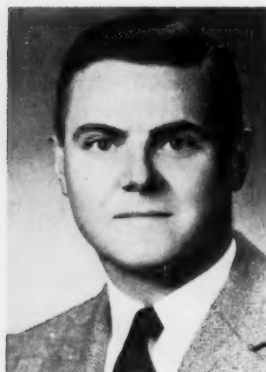
In Detroit, Joseph Starrs, who has had considerable experience in both Scottish and American laundries and has done service work for the company in leading Detroit laundries; in Los Angeles, Lloyd B. Macmillan who has operated his own linen supply business and was manager of a laundry, and Fred W. Scurlock, with experience as general manager of a commercial laundry and cleaning plant and as laundry and cleaning foreman in the U. S. Marine Corps; in Seattle, Ralph C. Wheeler with 15 years experi-



FRED W. SCURLOCK

ence in a linen supply firm and 8 years experience operating his own plant.

### Corwith Hamill Is New Elgin President



CORWITH HAMILL

Corwith Hamill, assistant to the president of Elgin Softener

Corporation, has been elected president, according to an announcement by the company. Mr. Hamill succeeds Chester T. McGill, who remains with the company in an advisory capacity and as a director.

Mr. Hamill and Robert A. MacNeille, president of St. Charles Manufacturing Company, were elected to the board of directors.

### Diamond Elects Evans

William H. Evans, a vice-president of Diamond Alkali Company, Cleveland, Ohio, has been elected to fill a vacancy on the board of directors of the company. During his 18 years with Diamond, Mr. Evans has



**Pat says:**  
**Good shirts deserve gentle handling** Cut tensile strength loss and eliminate damage claims with Com-Pat. Com-Pat is the bleach to use with launderable fabrics because—



COM-PAT is a SAFE, SOLUBLE, fine granular bleaching material for use directly to the wheel, it eliminates any need for tanks, crocks, carboys and the testing of stock bleach solutions.

**COM-PAT offers these advantages**

- |  |                                    |                                    |
|--|------------------------------------|------------------------------------|
| 1. No Pinholing                                    | 4. Superior Brightening Properties | 8. No Pre-Dissolving               |
| 2. A Tremendous Reduction In Tensile Strength Loss | 5. Better Storage Stability        | 9. May Be Used On Nylon Or Rayon   |
| 3. Excellent Stain Removal                         | 6. No Formation Of Lime Soap       | 10. No Danger Of Fire Or Explosion |
|  | 7. More Convenient To Use          |                                    |

Manufactured by **MARTENS CHEMICAL CORP.** 243 Clinton Avenue, Kingston, N. Y.  
 Sold Through Better Distributors Everywhere

held a number of key executive posts, including that of treasurer.

For six years prior to his promotion to a vice-presidency in June, 1954, Mr. Evans had

been manager of the company's nationwide sodium silicate operations which encompass six plants producing basic silicates and specialized derivative chemical products.

**Carman-Conley Names Berman, Kilgore, Wilburn**



AL BERMAN



JAY KILGORE



BILL WILBURN, JR.

and drycleaning plants in metropolitan Chicago and Gary and Hammond, Ind. He was formerly employed as manager of the drycleaning department of one of Chicago's leading hotels.

Jay Kilgore has been assigned to specialty sales and service work in the entire territory covered by the company. Mr. Kilgore formerly managed both laundry and drycleaning plants in Michigan and for the past several years has been Midwest parts and service manager for one of the leading industry machinery manufacturers.

Bill Wilburn, Jr., has been assigned to the territory formerly covered by Gene Kortman, who retired December 31. Mr. Wilburn will call on laundry and drycleaning plants on the south and west side of Chicago and suburbs, including Gary and Hammond, Ind.

Appointment of three representatives to the sales force of Carman-Conley, Inc., of Chicago, Ill., was announced recently by J. Robert Conley.

Al Berman will cover laundry

**Hercules Sales Offices**

The establishment of two new sales offices, at Detroit and Minneapolis, by the Synthetics Department of Hercules Powder Company, Wilmington, Del., was announced recently. At the same time, it was announced that the department's Houston office had been designated as a district sales office.

The Detroit office will be in the Fisher Building where other Hercules departments maintain sales offices. Eugene S. Massey has been named resident technical representative.

The Minneapolis office will be in Suite 587, Northwestern Bank Building, 620 Marquette Ave. It has been designated as a suboffice under the Chicago district. Bruce J. Hall is resident technical representative.

The Houston office is now a department sales district office with Henry J. Heiser as district manager. The territory serviced by this office includes New Mexico, Texas, Louisiana, Mississippi, parts of Arkansas, Florida and Oklahoma. Mr. Heiser has been acting as resident service representative.

TEAR OUT THIS AD AND  
 ATTACH TO YOUR LETTERHEAD

**Do You Build Your Own  
 Washing Formulas?**

Lever's pure concentrated soaps dissolve instantly, producing heavy, full-bodied suds for the efficient washing of cottons and linens:



**SPUNN DIAMOND**  
 88% Flakes  
**SPUNN DIAMOND**  
 92% Powder

Easy to handle, these pure soaps appeal particularly to laundrerers who build their own soap tank before adding to the wheel. They can, however, be added dry to the wheel.

For complete information, mail ad to:  
**LEVER BROTHERS COMPANY**  
 390 Park Avenue, New York 22, N. Y.





The SIMCO  
"Midget" Static  
Eliminator is  
guaranteed to  
end all static  
problems in  
folders and  
ironers—safely,  
inexpensively!  
Write for facts.

**the SIMCO company**  
920 Walnut Street, Lansdale, Pa.

**"Taubman"**  
**LAUNDRY MARKING PEN**  
used by  
**LEADING LAUNDRIES  
AND DRY CLEANERS**

odorless black indelible  
ink • won't evaporate

perfect insurance against  
fugitives and strays

Thru your Jobber or write direct giving Jobber's name

**SAMUEL TAUBMAN & CO., 1 WEST 34TH STREET, N.Y. 1, N.Y.**

**39¢**  
BUY BY THE  
DOZEN \$4.68

- ★ GREATER INK SUPPLY
- ★ WON'T WASH OUT
- ★ WON'T DRY OUT
- ★ MARKS DARKER, CLEANER
- ★ WRITES SMOOTHLY ON  
FABRIC OR PAPER

## Convention Calendar

Oklahoma Laundryowner's Association  
Biltmore Hotel  
Oklahoma City, Oklahoma  
January 21, 1956

Minnesota Institute of Laundering & Cleaning  
Hotel Lowry  
St. Paul, Minnesota  
January 21-22, 1956

National Institute of Rug Cleaning  
Statler Hotel  
Cleveland, Ohio  
January 21-23, 1956

Louisiana Laundry and Dry Cleaners Association  
Jung Hotel  
New Orleans, Louisiana  
January 28-29, 1956

South Carolina Association of Launderers  
and Cleaners, Inc.  
Poinsett Hotel  
Greenville, South Carolina  
January 28-29, 1956

Mid-West Cleaners and Launderers  
President Hotel  
Kansas City, Missouri  
February 3-5, 1956


Council of Laundry Association Executives  
Williamsburg Inn  
Williamsburg, Virginia  
February 27-29, 1956

National Institute of Drycleaning  
Statler Hotel  
Dallas, Texas  
March 1-4, 1956

Ohio Laundryowners Association  
Mayflower Hotel  
Akron, Ohio  
April 5-6, 1956

## Obituaries

**Ira Blum**, 45, an executive of Kwik-Kover Sales Company, Chicago, and vice-president of General Cleaners Products Company, died recently. Mr. Blum was well known and respected in the drycleaning industry. Surviving are his wife and two daughters.



**BOCK  
EXTRACTOR**

Insist On A Bock  
and  
You Will Have The Best  
We have made Extractors  
Exclusively For 35 Years

Sizes 15" 17" 20"

**BOCK LAUNDRY MACHINE CO.**  
TOLEDO 2, OHIO

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**CABINET BOSOM  
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Pat. Pending

Model CS  
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SLEEVE PRESS**  
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SHIRT UNIT**

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**COLLAR AND  
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*World's Largest Decalomania Manufacturers*

DEPT. M-517  
5323 WEST LAKE ST.  
CHICAGO 44, ILLINOIS

**Charles Cole**, 64, president of Eagle Laundry Company, Chicago, Illinois, died recently. Mr. Cole headed the West Side laundry firm for more than 30 years. He was a member of the Laundry Owners Association of Chicago and the North Shore Lodge of B'nai B'rith. Survivors include his wife and two daughters.

**W. B. Couch**, 81, former owner of Capital Laundry, Bismarck, North Dakota, died recently. Mr. Couch operated the firm from 1915 to 1947, when he sold it and retired. He was a member of the Masonic Lodge, Scottish Rites, El Zagal Shrine, Mandan Indians and Elks. Surviving are his wife and four sons by a former marriage.

**Samuel K. Duckworth**, 77, president and treasurer of Norris Laundry Company, Norristown, Pennsylvania, died recently. Mr. Duckworth also was vice-president of the Commercial Club. He was a member of the Norristown Chamber of Commerce and Odd Fellows Lodge. Surviving are his wife and two children.

**Edwin Day Elliot**, New England district manager of H. Kohnstamm & Co., Inc., New York, New York, died on November 30 of a heart ailment. Mr. Elliot was a member of Kohnstamm for 39 years, and last attended the AIL convention in Philadelphia, where he was presented with a Gold Plaque Award for his efforts in getting new members for the AIL. Among his survivors are his wife and three children.

**Amedeo P. Gaburo**, 51, president of Gaburo's Laundry, Inc., Raritan, New Jersey, died at his home on November 24. Mr. Gaburo was president of the New Jersey Laundry and Cleaning Institute for three terms, from May 1951 to April 1954. He was a past exalted ruler of Somerville Lodge of Elks, a former vice-president of New Jersey State Elks Association, and was particularly active in the Elks crippled children's projects. Among his survivors are his wife and two children.

**James Hennessey**, 85, retired laundryowner, died recently. Mr. Hennessey operated Hennessey Laundry, Providence, Rhode Island; Smart Cleansers, East Providence, and was one of the founders of the Swiss Cleansing Co. He was a member of the Elks, and of the old Massasoit Golf Club. Survivors include two sons and two daughters.

**George H. Rowland**, retired superintendent of United Laundries, Pittsburgh, Pennsylvania, died recently. Mr. Rowland had been with the laundry company for 54 years. Surviving are his wife and two daughters.

**Otto L. Toll**, 79, president, Toll Brothers Laundry, Chicago, Illinois, died on November 24. Mr. Toll was active in his business until several weeks ago. He is survived by his wife, a son and daughter.

TEAR OUT THIS AD AND  
ATTACH TO YOUR LETTERHEAD

## Want to Wash Delicate Fabrics Efficiently Yet Gently?

Lever has designed a completely built synthetic to give whiter, brighter laundering in hard or soft waters. It is compounded with mild builders and one of the most efficient and stable whiten- ing agents known:



**FORMULA 880**—  
spray-dried, free-flowing  
white granules.

This synthetic detergent is especially suitable for delicate fabrics and colors at mild temperatures. It is also compounded for heavy duty washing.

For complete information, mail ad to:  
**LEVER BROTHERS COMPANY**  
390 Park Avenue, New York 22, N. Y.

## IT MAY BE COLD NOW—BUT NOW IS THE TIME

to plan on your heat control for the coming warm weather seasons. You can improve employee relations, eliminate hot weather slow-down, increase production efficiency, eliminate good personnel turn-over and reduce claims.

"EURECO" Spot Cooling Systems fully explained on p. 159 of the Oct. '55 Starchroom GUIDEBOOK or write for full information today to:

## EURE AND COMPANY

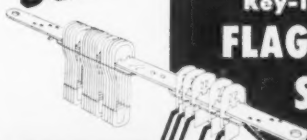
Box 221, Edgewater, Maryland

**BEST!**

**FOR QUICK-SERVICE PLANTS**

Key-Tag's Model A-15

## FLAG CHECKING SYSTEM



**3-WAY  
CHECK!**

1 BY COLOR  
2 BY NUMBER  
3 MECHANICAL  
CODE-LOCK MAKES  
MISTAKES IMPOSSIBLE

- faster handling
- no "human error"
- use "green" labor

FLEXIBLE—FITS YOUR PRESENT SYSTEM  
WRITE TODAY FOR FREE FOLDER

**KEY-TAG CHECKING SYSTEM CO.**  
6505 HOUGH AVE., CLEVELAND 3, OHIO



# CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net; not commissionable.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 305 East 45th St., New York 17, N. Y.

## LAUNDRIES and CLEANING PLANTS FOR SALE

**TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA. CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 104th St., Jamaica 3, N. Y. Republic 9-3816.** 472-2

**THRIVING LAUNDRY PLANT** located in the Fort Worth, Dallas, Texas area. Completely equipped with the latest American equipment, including Formatic shirt line, air conditioner. Doing over \$110,000 business. This plant is a laundryowner's dream, needs no repairs or equipment replaced, it is exactly like you would like to equip a dream plant, so naturally it is a profitable business. This is one of those once-in-a-lifetime opportunities. **ADDRESS, Box 969, STARCHROOM LAUNDRY JOURNAL.** -2

Combination laundry and Sanitone cleaning plant, Colorado resort town. Only laundry in 60 miles. **ADDRESS, Box 966, STARCHROOM LAUNDRY JOURNAL.** -2

**LAUNDRY AND CLEANING plant.** Modern buildings and equipment. Volume \$235,000 has doubled last five years. Will continue. Only laundry in growing Southern California city. Ideal year-around climate. Profitable deal for laundryman. Sell or lease buildings. Terms. Only selling to retire. **ADDRESS, Box 968, STARCHROOM LAUNDRY JOURNAL.** -2

**LAUNDRY IN ALAMEDA COUNTY** near OAKLAND, CALIF., in **HEALTHY CONDITION.** Established 50 years. Volume \$140,000 yearly. Fully equipped with all new equipment: **BOILER, FLATWORK IRONER, PROSPERITY 3** girl shirt unit, all put in last 5 years. 2—1955 Chevrolet trucks. No need for repairs or equipment replaced. Real opportunity for someone. Price \$55,000, \$20,000 down. **BALANCE MONTHLY.** By owner. **ADDRESS, Box 1086, STARCHROOM LAUNDRY JOURNAL.** -2

**FOR SALE:** For a little more than the appraised value of building only, you can own my completely equipped laundry, lock, stock and barrel. Sales over \$100,000, 1955. Payroll low %. I promise you will get your money back in 5 years or less. Holiday Laundry & Dry Cleaning, Buttonwood & Cedar Sts., Reading, Pa. 1114-2

**PRICED FOR QUICK SALE:** Long-established, completely modern steam laundry in S.E. South Dakota, fast-growing college town of 10,000. Grossing \$1,000 weekly, ideal for linen supply. Fixtures and equipment valued at \$15,000. \$5,000 down, balance easy terms. Building for sale or rent. Owner must retire. **ADDRESS, Box 1115, STARCHROOM LAUNDRY JOURNAL.** -2

Available for sale or rent—5,000 square feet and mezzanine, high-pressure boiler and some machinery. Suitable for laundry or wet-processing. Contact—Merlin, Inc., 2031 42nd St., North Bergen, N. J. Union 7-2575. 1116-2

**DIAPER SERVICE** in Twin Cities. Established 10 years. Gross \$60,000. \$48,000 includes plant and three-bedroom house. Will sell with or without buildings. Owner moving from state. **ADDRESS, Box 1117, STARCHROOM LAUNDRY JOURNAL.** -2

## BUSINESS OPPORTUNITIES

Laundry and drycleaning supply and equipment concern has expanded. If you have a good past record of sales and habits and would like to enter business for yourself in the South, contact us at once. No capital needed for inventory or accounts. **ADDRESS, Box 1121, STARCHROOM LAUNDRY JOURNAL.** -11

## HELP WANTED

**SALES MANAGER**—experienced, for modern family laundry and drycleaning plant in fast-growing suburban New York City area. Applicant should be aggressive and sales minded. He should be an organizer with administrative ability and a record of good personnel relations. Position permanent with excellent outlook for a good future with a growing organization. Salary \$10,000 per year. **ADDRESS, Box 1061, STARCHROOM LAUNDRY JOURNAL.** -7

**WANTED:** Sales manager, linen supply, experience necessary, opportunity for promotion, old established firm, near San Francisco. **ADDRESS, Box 1096, STARCHROOM LAUNDRY JOURNAL.** -7

Laundry manager to supervise production and personnel in a growing progressive New York City diaper service. State references, experience, age and salary in first letter. **ADDRESS, Box 1091, STARCHROOM LAUNDRY JOURNAL.** -7

**MALE HELP WANTED**—Capable working foreman for mechanical rug cleaning plant in Middle West. Prefer experienced man but will consider one with supervising experience in laundry or drycleaning. Real opportunity. **ADDRESS, Box 1092, STARCHROOM LAUNDRY JOURNAL.** -7

**LAUNDRY SUPERINTENDENT** wanted by long-established, progressive Toledo plant where the right man is assured of congenial surroundings and prompt recognition of his capabilities. Must have actual experience as production supervisor in laundry, linen supply or drycleaning. Age 27 to 32. Salary plus bonus. All replies strictly confidential. Address application to Box 1063, **STARCHROOM LAUNDRY JOURNAL.** -7

**WASHMAN** 28-35, nonsmoker, nondrinker, with ability to learn management. Salary \$75 per week to start. Must be first-class washman and completely assume washroom. Will train right man for plant superintendent. Enterprise Laundry Co., 602 Main St., Kellogg, Idaho. 1112-7

**MANAGER,** experience in family laundry, drycleaning, linen supply necessary, must know production, sales, etc. Old firm, permanent position, modern plant, northern California, excellent salary. **ADDRESS, Box 1119, STARCHROOM LAUNDRY JOURNAL.** -7

Two laundry superintendents wanted for Michigan plants. Prefer younger men capable of advancement. In first letter give entire background of experience and education, business and personal references, present employment status, income requirements. **ADDRESS, Box 1123, STARCHROOM LAUNDRY JOURNAL.** -7

## SITUATIONS WANTED

**PRODUCTION EXECUTIVE** who can get results, over 20 years experience, assume full responsibility, accounting graduate. Specialty: scientific techniques, producing quality at low cost, and keeping employee morale at high peak. Record of achievement can bear most rigid investigation. Desire position in metropolitan New York City area. **ADDRESS, Box 1088, STARCHROOM LAUNDRY JOURNAL.** -5

10 years experience bookkeeping and accounting in the drycleaning and laundry industry. Familiar with all phases of this end of the business. Married, sober, reliable, not afraid to work. Best of references. **ADDRESS, Box 1064, STARCHROOM LAUNDRY JOURNAL.** -5

Completely qualified general manager thoroughly experienced in every phase of textile maintenance. Background includes medium-sized plants and am currently employed in one of largest plants in country. Can produce results in sales and promotion in drycleaning, linen supply or family work, in route or store operations. 18 years of valuable experience combined with youth, industriousness and aggressiveness to produce excellent results for a discerning owner. **ADDRESS, Box 1111, STARCHROOM LAUNDRY JOURNAL.** -5

**LAUNDRY MANAGER**—present position 11 years, 2 hotels—one 350 guests, other 250. Excellent reference, both bundle and flatwork. Also 8 years institutional references. Now available, year-round or Florida. C. Fred Snyder, Hawley, Pa. 1122-5



### SALESMEN-DISTRIBUTORS WANTED

Salesmen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flameproofing. Quality House Furniture Cleaners, Inc., 312 E. 102nd St., New York 29, N. Y. 1016-14

Nationally recognized company selling laundry and drycleaning machinery and supplies wants 10 salesmen in various points in the South. Very generous proposition. Two men earned over \$17,500 last year. Applicants must have had previous experience selling machinery and equipment and an excellent past record of sales and habits. Write fully giving last 10 years of experience. Replies will be treated strictly confidential. Our men know of this ad. ADDRESS, Box 1120, STARCHROOM LAUNDRY JOURNAL. -14

### BUSINESS SERVICE

DIRECT MAIL ADVERTISING for cleaners-laundries that gets new business at low cost. Write for free samples. Reba Martin Advertising, 4801 N. W. 2nd Ave., Miami 37, Fla. 607-10

### PERSONAL NOTICES

TOM LINEWEAVER please get in touch with us at once. HOFFMAN LAUNDRY, Berlin, Maryland. 1113-35

### PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

### CONSULTANTS

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage and save your money. Charges light. HUBBARD TEXTILE CONSULTING BUREAU, Rt. 3, CHARLOTTESVILLE, VA. 782-25

## These Business Pages Are For You!

Got a business problem that should get the "classified advertising treatment"? Then these pages in the nation's leading laundry magazine are for you.

Last year nearly 300 plant men used STARCHROOM LAUNDRY JOURNAL's classified columns—more than twice the number of classified advertisers carried by any other magazine in the field!

Their reasons? To buy and sell equipment and services, to locate employees and employment, to fill a great variety of different business needs.

Like every page in every issue of STARCHROOM LAUNDRY JOURNAL, these columns are maintained as a service to our readers. If they can help you solve a problem — as they've helped so many others — we urge you to take advantage of them.

To place a classified ad, just fill in, detach and mail this handy coupon



### STARCHROOM LAUNDRY JOURNAL

305 East 45th Street, New York 17, N. Y.

I want to place a classified ad in your \_\_\_\_\_ issue (write in month)

Please include it under this classification \_\_\_\_\_

The wording for the ad is attached to this coupon ( ) Remittance enclosed ( )

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COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_



## SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive DAVOTEX process. You will become a regular customer. C. O. D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, Iowa. 654-13

## REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers rebuilt by men who know how. BAEHR LAUNDRY MACHINE CO., 29 Calumet Street, Newark 5, N. J. 1228-37

## CARDING WIRE

CARDING WIRE: For curtain and blanket stretchers. G. W. ROBINSON CO., 36 Pleasant Street, Watertown, Mass. 3240-58

## MACHINERY WANTED

WANTED: 60" or 72" shakeout tumbler, hot or cold. Service Laundry, 3320 W. Lake St., Chicago, Ill. 991-3

Interested in buying a 50" or 54" Notrux extractor. Send complete information and prices. Smoky Mountain Laundry, Gatlinburg, Tennessee. 1124-3

WANTED—Monel metal washers, body presses and shirt presses. ADDRESS, Box 1097, STARCHROOM LAUNDRY JOURNAL. 3

## POWER PLANT EQUIPMENT FOR SALE

BOILERS FOR SALE: 1—Cleaver Brooks 125 H.P. oil fired #5 oil with new tubes; 1—New Steammaster 40 H.P. water tube oil-fired; 1—Used 100 H.P. Cleaver Brooks 125 W. P. oil-fired #3 oil. Priced very reasonably. Chicago Used & New Laundry Equipment Co., 3128 W. Lake St., Chicago, Ill. 711-36

## MACHINERY FOR SALE

Liquidated equipment from America's finest laundry plants. Several outstanding values on equipment in really excellent condition. Huebsch 36 x 30, 4-coil Tumbler; Troy No-Trux Extractor with 1 set of S.S. containers; Prosperity 2 roll, chest type return feed ironer; Hoffman 48" motor driven extractor; American 42 x 36" Norwood motor driven washer. Zephyr 30 x 120" return type ironer. All items fully guaranteed. Many other leading items at low prices. Write, wire or phone Keystone Laundry Machinery Co., 411 N. Paulina St., Chicago 22, Ill. SEeley 8-1667.

42x36" AMERICAN CASCADE WASHER. Late-type machine, Monel tub and 1-pocket cylinder, with Cascade semi-automatic control which performs all operations of washing cycle, except injection of supplies. Motor-driven, 110 volts, or new 220-60 AC electrical equipment. Priced at big saving. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1102-4

TWINRAPID ROTARY PRESS UNIT, consisting of: 51" TAPERED AS WELL AS 2 MUSHROOM PRESSES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1118-4

AIR-DRIVEN PRESSES: Forse 54" square-buck linen supply press; Forse 53" tapered garment press; Forse mushroom presses. Very reasonably priced. Chicago Used & New Laundry Equipment Co., 3128 West Lake St., Chicago 12, Ill. NEvada 8-8849. 891-4

CASCADE FULL-AUTOMATIC WASHING CONTROLS for application to any type washer. Metal formula plate controls all operations of entire washing formula, including injection of measured amounts of supplies at precise intervals. Saves supplies, water and labor; assures uniform quality washing and more washer loads per day. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1103-4

## MACHINERY FOR SALE (Cont'd)

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

AMERICAN and TROY 5-Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

AMERICAN 28" SOLID-CURB EXTRACTOR. Ready for quick shipment. Automatic safety cover, vertical motor drive, 220-60-3 AC. Completely factory rebuilt. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1104-4

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AMERICAN TRUMATIC AUTOMATIC FLATWORK FOLDER. 2-lane, for 120" flatwork ironer, 220 volt, 60 cycles, 3 phase AC. Driven directly from delivery side of ironer. Enables only one receiving operator to handle entire output of ironer on large pieces and greatly increase ironer production. Completely factory rebuilt. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1105-4

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 30" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

AMERICAN 100" RETURN-APRON FLATWORK IRONER. A splendid cylinder-type ironer, factory overhauled and in A-1 condition. Has ribbon feed, automatic stop, motor drive, and standard current. Priced low for quick sale. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1106-4

1—42x72" Hoffman AC motor-driven wooden washer. 1—26" and 1—28" American motor-driven extractors. 1—8-roll American streamlined flatwork ironer. The above equipment is in good condition and can be seen in operation at Sanitarium Laundry & Dry Cleaners, Sanitarium Cleaners, Sanitarium, Calif., near St. Helena. 1098-4

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AIRWAY DRYERS. Completely factory rebuilt, ready for quick shipment. 2—20 lb. compartments, complete with exhaust hood. Ideal for fast, extra-fluffy drying of bath towels, diapers and other soft work. Motor-driven air-circulating fan, 220-60-3 AC. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1108-4

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40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4755-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

FOR SALE: 1—50" AMERICAN NOTRUX extractor with two sets containers, stainless-steel curb, 2—AMERICAN NORWOOD 42 x 84" two-pocket, all-stainless-steel, motor-driven washers with American fully automatic washman. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 W. Lake St., Chicago 12, Ill. 511-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPENTOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

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For Sale: 1—Used 44 x 84" ROBOT two-pocket two-door all stainless-steel motor-driven washer with automatic washman, 2—used 42 x 96" Ellis motor-driven all Monel washers, 1—used 42 x 84" American Norwood all-Monel motor-driven washer, 1—used 54" American Notrux extractor with two sets containers. CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE-7743. 9628-4

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PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

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AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

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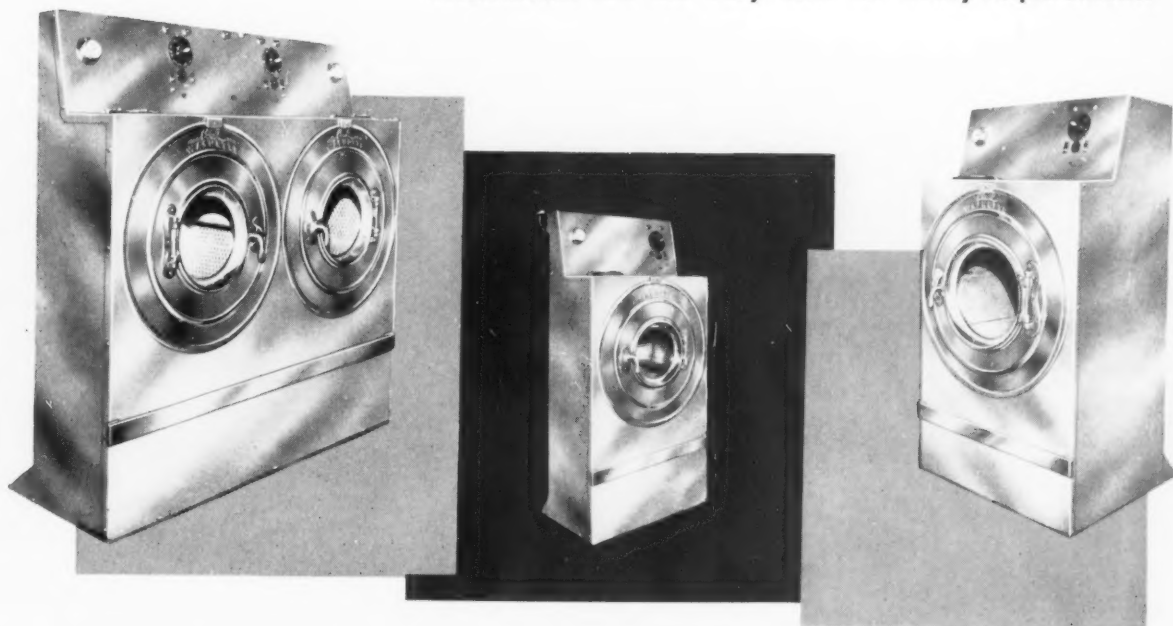
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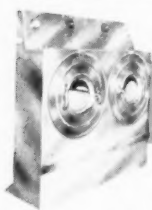
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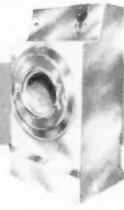
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